

# Ashford Local Plan

2030



Adopted **February 2019**



ASHFORD



## **Foreword**

### **Planning Our Future Together**

This is an important and exciting time for Ashford. The borough is growing and thriving as new projects start to take shape on the ground. Like many places across the country, we will see significant development over the next decade. Between now and 2030 a significant number of homes are set to be built within this borough through this Plan. As well as additional housing, we're confident this transformation will continue to bring more investment, employment and opportunities for local people - and help the borough to prosper.

However, I am acutely aware of the role that the wonderful countryside and environment that we enjoy here plays in making the borough such an attractive location to live, work and enjoy. The protection of the borough's rural character is fundamental to achieving our wider planning objectives.

This new Local Plan will manage and direct the new growth up until 2030 in a way that will protect what makes the borough a special place, whilst encouraging and enabling the high quality new developments that we aspire to see come forward. Groundbreaking new policies on residential space standards including gardens, the provision of fibre connections to residential and employment premises and the protection of the borough's Dark Skies illustrate the council's desire to create the type of communities we can be proud of. New policies for the governance and management of local facilities will help to ensure those communities remain attractive in the years ahead.

The Plan makes the urban town of Ashford and its surrounding areas the main focus of new development, building on the unique set of attributes and connections that make it the UK's International Town. Meanwhile it protects the setting and character of our rural town of Tenterden and the surrounding villages while still enabling them to evolve in a natural and managed way.

There will be a need to have sites that are outside of the villages and indeed outside of the urban area.

The preparation of the Local Plan has been a long and detailed process, taking into account the preparation of a detailed evidence base, numerous stages of consultation and an Examination in Public chaired by two independent Government appointed Planning Inspectors, whose recommendations have been incorporated into the Plan.

I would like to take this opportunity to thank everyone who has contributed to the process and successful adoption of this Local Plan. We now believe we have a Local Plan that will meet our aspirations and deliver a bright and prosperous future for the borough.

Cllr Gerry Clarkson, CBE, QFSM, BA (Hons)

Leader, Ashford Borough Council





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## Chapter 1 Introduction



# CHAPTER 1 – INTRODUCTION

- 1.1 This Local Plan establishes a policy and delivery framework that provides clear and firm guidance to ensure that the Council's aims for the Borough are achieved where they relate to issues of planning and land use. It covers the period between 2011 and 2030. The policies included within this Plan are consistent with the Council's Corporate Strategy, the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (PPG) and as such go to the heart of what sustainable development is and how good place making can be achieved. They also form the strategic context within which any neighbourhood plan should operate.
- 1.2 This Local Plan covers the whole borough, except for the area covered by the Chilmington Green Area Action Plan, as shown on the Policies Map (see Para 1.7 below) and as referenced on Strategic Diagram 2 'Ashford Urban Area' (see appendix 9). Development proposals coming forward within the area covered by this Local Plan will be expected to adhere to the policies set out, as once adopted they will carry significant planning weight when it comes to the determination of planning applications. The Local Plan 2030 should be read and interpreted as a whole.
- 1.3 To be clear, this Local Plan supersedes the following:
  - The saved policies within the Ashford Borough Local Plan 2000
  - Ashford Core Strategy 2008
  - Ashford Town Centre Area Action Plan 2010
  - The Tenterden and Rural Sites Development Plan Document 2010
  - The Urban Sites and Infrastructure Development Plan Document 2012
- 1.4 Once adopted, the Council's statutory development plan will consist of this Local Plan, the Chilmington Green Area Action Plan (2013) and any adopted neighbourhood plans. The Kent Minerals and Waste Local Plan 2013-2030 also applies.

## Duty to Co-operate

- 1.5 In preparing this Local Plan, the Council has sought to fully co-operate with neighbouring authorities and other relevant bodies to ensure that strategic cross-boundary issues have been addressed and that the Plan is deliverable. The approach to the 'duty' is set out in more detail in the 'Duty to Co-operate' Statement which forms part of the evidence base for this Local Plan. This process has been assisted through a memorandum of understanding between the Borough Council and all of the other East Kent districts (Thanet, Dover, Folkestone and Hythe and Canterbury) which has meant that any cross-boundary strategic issues have been dealt with in an open and transparent way. This has assisted not only the formulation of this Local Plan but also the evolution of each of the districts' respective Local Plans. Given the Borough's central location within Kent, the Council's West Kent neighbours have also been thoroughly consulted at key stages of plan preparation to ensure the 'duty' has been adhered to fully.

## Consultation

- 1.6 Significant engagement and consultation has been carried out in the development of this Plan and its supporting evidence. This has included engagement with key stakeholders and public

sector partners, responsible for delivering a range of services and infrastructure. The Plan has also been subject to extensive public consultation, from the 'Plan it' exercises in 2013 to formal consultation throughout its evolution, including with Ward Members and Parish Councils on potential site allocations. Where appropriate, comments from the public have directly helped and shaped the contents of this plan and it should be viewed as a document that has had significant public input into its evolution.

### Policies Map

- 1.7 This Local Plan is supported by an interactive online Policies Map which applies the relevant policies to the applicable spatial area within the borough. This includes showing the extent of the Borough's two Areas of Outstanding Natural Beauty (AONBs), its many ecological conservation and open space areas and proposed development site allocations. This interactive map will be updated after the adoption of the Local Plan to ensure that it remains up to date (for example if new areas of open space are designated after adoption).

### Neighbourhood Plans

- 1.8 This Local Plan sets out the strategic context within which any Neighbourhood Plan (NP) will operate. They must comply with national policy, with EU obligations and human rights requirements and with the strategic policies of the local development plan. For the purposes of neighbourhood planning, the policies within this Local Plan have been assessed using guidance provided in Planning Practice Guidance (PPG) on Neighbourhood Planning (Paras 75 and 76). However, it is likely that some policies may not be 'strategic' in all NP circumstances, particularly where the policy may refer to a specific geographical area, site or landscape which is not applicable to that NP area. There is also scope for a NP to be more specific than the Local Plan in relation to some topic policies, where evidence supports this position. Some smaller site allocations in this plan are not strategic in themselves. For clarity, a list of the policies in this plan that may not be considered 'strategic' in a NP context is provided in Appendix 7, but NP groups are advised to liaise with the Council to agree the relevant 'strategic' policies for their area at the start of their NP process.
- 1.9 As of mid-2018, the Borough has seven designated neighbourhood areas at the parishes of Wye with Hinxhill, Rolvenden, Bethersden, Boughton Aluph and Eastwell, Pluckley, Hothfield, Charing and Egerton. The Neighbourhood Plans for these parishes are at various stages in their evolution, with the Wye with Hinxhill and Pluckley Plans now adopted. Where Neighbourhood Plan Areas had been established early on in the preparation of this Local Plan, proposals to allocate sites within these areas fall to the neighbourhood plan, where they are non-strategic in nature. Rolvenden Parish Council is committed to allocating land for 24 dwellings in its emerging NP and Bethersden Parish Council has allocated land for 34 dwellings in its emerging NP. These figures are therefore included within the Housing Trajectory.
- 1.10 Charing and Egerton parishes are more recent designations and it has therefore been necessary for the Local Plan to consider and make site allocations within those parishes, where appropriate. That should not exclude those parishes from considering additional proposals for development through their Neighbourhood Plans.
- 1.11 The Borough Council intends to work closely with those parishes producing Neighbourhood Plans to ensure that such Plans are consistent with both government planning policy and all policies contained within this Local Plan in order that they may pass the 'basic conditions' test that Neighbourhood Plans are subject to at their examination stage.



### Key Evidence

- 1.12 The Local Plan 2030 has been influenced by a range of evidence which is set out in background documents to the Plan itself. A full list of the evidence base is included at Appendix 2. The key evidence that supports this Plan is summarised below.

### The Corporate Plan (2015)

- 1.13 This document sets out the Council's vision for the Borough up to 2020 and how the Council intends to realise that vision. It establishes the following 4 priorities:
- 1.14 Priority 1: Enterprising Ashford: economic investment and growth: To promote growth and achieve greater economic prosperity for Ashford borough. We will work to secure inward investment to create a wide range of jobs carried out by a highly skilled workforce.
- 1.15 Priority 2: Living Ashford: quality housing and homes for all: To secure quality homes across the borough, catering for a range of ages, tenures and need, in well planned and attractive new places.
- 1.16 Priority 3: Active and creative Ashford: healthy choices through physical, cultural and leisure engagement: To provide or enable a range of quality leisure and cultural activities where people can make healthy and affordable lifestyle choices and enjoy assets that create attractive, desirable and active communities.
- 1.17 Priority 4: Attractive Ashford: countryside and townscape, tourism and heritage: To achieve an environment that creates higher standards of public space design, alongside improved standards of presentation of key green spaces. To safeguard and conserve our local heritage and areas of outstanding landscape quality to ensure the very best attractive environment with thriving and vibrant town centres.

### Sustainability Appraisal and Strategic Environment Assessment (SA/SEA)

- 1.18 An appraisal of the economic, environmental and social impacts of the Local Plan, was prepared from the outset of the process. The approach and policies listed in this Local Plan have been appraised to ensure that they accord with the principles and objectives identified within the sustainability appraisal, which includes SA addendums published alongside the Proposed Main Changes and Submission versions in 2017.
- 1.19 This has included assessment of options in terms of the levels of development proposed, and the strategic distribution of development and specific site allocations. The Environmental Report demonstrates that the approach set out in this Plan is the most sustainable option, when considered against the reasonable alternatives.

### Habitats Regulations Assessment 2017 (HRA)

- 1.20 This Plan has been subject to a Habitats Regulations Assessment which has examined all the policies of this Plan in order to ascertain whether they are likely to have a significant adverse effect on the integrity of European Sites, protected under international law for their wildlife and/or landscape importance, both within and in the vicinity of the Borough. This is an updated version of the Habitats Regulations Assessment 2016 and is published alongside the Plan.

### **Strategic Employment Options Report 2012 (SEOR)**

- 1.21 This SEOR considers and sets out a number of potential scenarios for economic growth in Ashford Borough to 2030. It forms the evidence base that informs the setting of the jobs target within this Plan.

### **Strategic Housing Market Assessment 2014, 2015 and 2017 (SHMA)**

- 1.22 The purpose of the SHMA is to develop a robust understanding of housing market dynamics, to provide an assessment of future needs for both market and affordable housing and the housing requirements of different groups within the population. The SHMA covers Ashford's Housing Market Area (HMA) and deals with the specific needs of the Ashford HMA. It provides a 'policy-off' assessment of future housing requirements, considering housing need and demand and also provides specific evidence and analysis of need and demand for different sizes of homes. In 2016, the Department for Communities and Local Government (CLG) published new 2014-based household projections which created the need for an update to the SHMA, which was published in 2017.

### **Strategic Housing and Employment Land Availability Assessment (SHELAA)**

- 1.23 The SHELAA identifies and assesses the potential availability of land for new development in Ashford Borough. It assesses the individual and combined potential capacity of sites that are considered to be deliverable or developable for housing and economic development over the plan period. This results in the identification of a future supply of land in the borough that may be suitable and available for development. The SHELAA is updated annually.

### **Employment Land Review 2016 (ELR)**

- 1.24 The ELR assesses the Borough's employment sites with regard to their suitability and market attractiveness and their development potential and capacity. It analyses the current provision of employment land and sites in the Borough and potential sites which have been considered for allocation.

### **Whole Plan Viability**

- 1.25 In line with the requirements of the NPPF, this Local Plan is supported by whole plan viability evidence which has tested the policies which have a direct and additional 'cost' to the development industry to ensure that the policy framework set out - at the macro level - can be delivered in a viable way and can achieve a reasonable return. In doing so, the strategic policies and approach as set out in this Local Plan can be considered viable within a whole plan viability context and therefore promotes a 'sound' planning approach. This evidence has explored a range of factors and layers of evidence including, the level of S106 contributions the Council has historically collected, and which are likely to be collected in the future, the additional and assumed costs to the industry arising from new policy areas, the scale and type of infrastructure needed to support and mitigate new development, and the land values and returns to the industry in various spatial areas within the Borough.
- 1.26 The outputs of this work has clearly shaped the policies in this Plan, in particular the affordable housing policy.

### Infrastructure Delivery Plan (IDP)

- 1.27 This iterative document sets out the infrastructure that is required to be delivered to support the planned development up to 2030. It has been informed by discussion with key providers and identifies (where known) how and when this infrastructure might be delivered and to what extent new development is directly reliant on its delivery as a means of prioritising the required infrastructure. The IDP has been updated to reflect the Proposed Main Changes 2017.

### Working in Partnership

- 1.28 The Council accepts that partnership working and co-operation is essential to deliver the vision and the future aspirations set out above. The following lists out the key arrangements that are in place to promote joint working:
- 1.29 South East Local Enterprise Partnership (SELEP): The SELEP is the key body determining strategic economic priorities and investments for the area which includes East Sussex, Essex, Kent, Medway, Southend and Thurrock. The Borough has already benefitted from significant funding for projects through the SELEP Growth Plan and Local Growth Fund, including major contributions towards M20 Junction 10a, Chart Road and Ashford College.
- 1.30 Ashford Strategic Delivery Board: This was set up to support the delivery of eight priority projects which are seen as crucial to the future economic growth and prosperity of the Borough. The Board comprises Ashford Borough Council and other key public sector partners including Kent County Council, Homes England, Skills Funding Agency, Arts Council England, the Highways Agency and Ashford College. The local Member of Parliament is also a Board member and the Board has a good track record in helping to get projects delivered and funded.
- 1.31 Kent County Council: The Borough and County Councils have already achieved a lot by working together on projects over recent years. This approach is reflected in the 'District Deal' signed by both Councils - a formally agreed statement of the Councils' shared commitment to work together in key areas. This is the first such agreement in Kent. A District Deal board oversees delivery of the agreed projects.
- 1.32 The District Deal provides the framework to focus on the delivery of the 'big 8' projects as well the coordinated delivery of a range of services including economic development, housing, strategic planning, the environment, property and asset management, highways, transport culture, town centre management and health and wellbeing.
- 1.33 The County Council is also the Minerals and Waste Local Planning Authority. The adopted Minerals and Waste Local Plan includes areas identified for minerals extraction and waste disposal in the county and also identifies Minerals Safeguarding Areas (MSAs) where economically viable minerals deposits may be found. Applicants for non-minerals development should have regard to the presence of MSAs when preparing planning applications and seek to address any issues with the County Council in accordance with the relevant policies of the Minerals and Waste Local Plan and the associated Minerals Safeguarding SPD. This will be a material consideration for the Borough Council in its determination of planning applications for non-minerals development.
- 1.34 Ashford Health and Wellbeing Board: This is a sub-committee of the Kent Health and Wellbeing Board. The aim of the Board is to improve the health and wellbeing of Ashford's residents through joined up commissioning across the National Health Service, social care

providers, Borough Council, public health and other bodies relevant to the health and wellbeing sector.

### **Formal Review of the Local Plan**

- 1.35 This Local Plan is intended to be formally reviewed, to ensure that the wider policy position is suitably up to date and the development envisaged - and supporting infrastructure – has been delivered. A decision whether to revise the Plan will be taken no later than five years from the adoption of this Plan. It is intended that any revised Plan will be adopted by the end of 2025 at the latest. This period of time provides the right balance between providing enough time to allow the policy framework to be implemented by the market and to give them certainty, with the inevitable need to respond to change as time goes by. However, should circumstances dictate, such as significant undersupply of housing delivery or the non-delivery of key infrastructure then an earlier formal review will be undertaken.
- 1.36 This will ensure that the Council can provide a suitable policy base to deal with the circumstances as needed in a plan led way - a key requirement of the NPPF.



## Chapter 2 **Strategic Policies**





## CHAPTER 2 - STRATEGIC POLICIES

### **Vision and Strategic Objectives**

- 2.1 National planning policy is very clear that there is a presumption in favour of sustainable development. Finding what constitutes sustainable development relies on a careful balance between economic, social and environmental factors and the National Planning Policy Framework gives guidance on how to achieve this. It also makes it clear that Local Plans are the key to delivering sustainable development in a way that reflects the vision and aspirations of local communities.
- 2.2 This approach lies at the heart of this Local Plan. The Plan seeks to achieve each of the economic, social and environmental dimensions of sustainable development in a way which avoids significant adverse impacts by mitigation or compensatory measures.
- 2.3 The Plan sets out the spatial implications of economic, social and environmental change and identifies opportunities for development. It has been based on early and meaningful engagement and collaboration with local communities and a range of other stakeholders. The Plan aims to reflect a collective vision and a set of agreed priorities for the sustainable development of the borough, including those contained in any neighbourhood plans.
- 2.4 The Plan is positive, realistic and is focused on delivery.

### The Vision

The following sets out the vision for Ashford Borough in 2030.

*Ashford Borough will meet its housing and employment needs, and take account of the needs of investors, through the provision of new high quality development forming attractive places, with the necessary supporting infrastructure and services, and in sustainable and accessible locations that take account of the Borough's environmental constraints.*

*The town of Ashford will continue to be the main focus for development with the regeneration of the town centre and areas where there are existing environmental and social issues and the creation of attractive and vibrant new communities on the periphery of the town.*

*A regenerated Ashford Town Centre will expand significantly its leisure, cultural, educational and residential offer. A new Commercial Office Quarter next to the railway station will be a major economic impetus for the area, helping to substantially increase employment, trigger more spending in the town centre economy, and improve wage rates and skills levels. The town centre's heritage will be conserved and enhanced alongside high quality new public realm reflecting the various different character areas.*

*Tenterden will continue to serve the south western part of the Borough as a principal rural service centre with a strong offer of shops and services, conserving and enhancing its historic centre and accommodating development of a suitable scale, design and character. The other rural service centres of Charing, Hamstreet and Wye will remain important providers of local shops and services, whilst delivering new development of a scale appropriate to the individual characteristics of the settlement. Smaller rural settlements will also provide smaller scale new development, to help sustain local communities. Development within all the rural settlements must conserve and enhance the historic centres and heritage and natural assets.*

*The identity and attractive character of the Borough's rural area, with its range of attractive settlements, wealth of heritage assets and its expansive countryside, including the Kent Downs AONB to the north and the High Weald AONB to the south, will be conserved and enhanced.*

*The Borough's green spaces will be protected and enhanced to serve expanding populations including two new strategic parks at Ashford and the promotion of sporting and recreational hubs in accessible locations; the retention of flood storage areas; reinforcement of wildlife corridors and an improved cycle network to foster healthier lifestyles for residents and workers.*

*A positive approach to adapting to and mitigating against the effects of climate change will be secured by promoting sustainable transport, sustainable energy technologies, and encouraging sustainable building design; avoiding development in areas at greatest risk of flooding; protecting and enhancing green networks; carefully considering the location, layouts and design of new housing; promoting sustainable drainage and challenging water efficiency standards.*

2.5 In order to deliver the vision, a number of strategic objectives have been developed, as set out in Policy SP1 below.

**Policy SP1 - Strategic Objectives**

To deliver the 'Vision', a number of strategic objectives have been identified. They form the basis of this Local Plan's policy framework, as well as providing the core principles that planning applications are expected to adhere to.

- a. To focus development at accessible and sustainable locations which utilise existing infrastructure, facilities and services wherever possible and makes best use of suitable brownfield opportunities;
- b. To conserve and enhance the Borough's natural environment including designated and undesignated landscapes and biodiversity and promote a connected green infrastructure network that plays a role in managing flood risk, delivers net gains in biodiversity and improves access to nature;
- c. To conserve and enhance designated and non-designated heritage assets and the relationship between them and their settings in a way that promotes distinctive places, proportionate to their significance. Place-based heritage will be a key principle underpinning design and spatial form of development;
- d. To create the highest quality design which is sustainable, accessible, safe and promotes a positive sense of place through the design of the built form, the relationship of buildings with each other and the spaces around them, and which responds to the prevailing character of the area;
- e. To ensure development is supported by the necessary social, community, physical and e-technology infrastructure, facilities and services with any necessary improvements brought forward in a co-ordinated and timely manner;
- f. To promote access to a wide choice of easy to use forms of sustainable transport modes including bus, train, cycling and walking to encourage as much non-car based travel as possible and to promote healthier lifestyles;
- g. To provide a mix of housing types and sizes to meet the changing housing needs of the Borough's population including affordable homes, self build and custom build properties, specialist housing for older and disabled people, accommodation to meet the needs of the Traveller community, spacious, quality family housing and for newly forming and downsizing households;
- h. To provide a range of employment opportunities to respond to the needs of business, support the growing population and attract inward investment; and,
- i. To ensure new development is resilient to, and mitigates against the effects of climate change by reducing vulnerability to flooding, promoting development that minimises natural resource and energy use, reduces pollution and incorporates sustainable construction practices, including water efficiency measures.

## Strategic Development Requirements

- 2.6 The starting point for the approach is the National Planning Policy Framework (NPPF) and the guidance contained within the national Planning Practice Guidance (PPG). At its core, the NPPF sets out that there is a presumption in favour of sustainable development.
- 2.7 Although paragraph 14 of the NPPF defines what this means in overall terms, there are a number of references throughout the NPPF and PPG, which taken together are relevant to how this ambition is achieved. These include social, economic and environmental factors; access to infrastructure and services (or the ability to suitably provide such provision); ensuring that development can be delivered and is viable and ensuring that development is phased in an appropriate way.
- 2.8 The role of this Local Plan is to provide a policy framework that reflects all of these factors – effectively setting out what sustainable development is within the context of the borough. This includes specifically planning to meet the objectively assessed housing needs of the borough with flexibility. These considerations have been applied as a series of layers and have been informed by the evidence base that supports the Plan.

### Objectively Assessed Housing Need

- 2.9 The NPPF (2012) and the supporting PPG set out that local planning authorities are required to identify their own objectively assessed housing need (OAN). It stipulates that a Strategic Housing Market Assessment (SHMA) should be the primary vehicle by which to determine the OAN figure.
- 2.10 In 2014, the Council commissioned consultants who prepared an NPPF compliant SHMA. This work was updated in 2015 and more recently in 2017 to take account of new and more up to date demographic projection data – an approach that is consistent with PPG.
- 2.11 The SHMA identifies the scale and mix of housing and the range of tenures that the local population is likely to need over the plan period to meet household and population projections, taking into account migration and demographic changes and addressing the need for all types of housing, including affordable housing. It identifies that:
- Ashford has a relatively contained housing market area that largely reflects the borough boundary,
  - a total of 14,934 dwellings are needed between 2011-2030 to cater for the 2014 sub-national population projections,
  - around 45% - 50% should be affordable housing.

### Market Signals

- 2.12 The National Planning Practice Guidance sets out that upward adjustments should be made to housing need figures where affordability is an issue – as is the case in Ashford.
- 2.13 There is no nationally identified standard as to what this uplift figure should be. Lower quartile affordability ratios have recently increased in the Borough and the Council is also conscious of the need to plan for the continuing net out-migration from London to the Borough based on the excellent connectivity by road and rail to Ashford. As a consequence, the OAN includes a market signals uplift of 13% above the demographic projection data. This equates to an OAN of 16,872 dwellings between 2011 and 2030, equating to 888 dwellings per annum.

### Economic Considerations

- 2.14 Another key consideration in the formation of the OAN is the relationship between housing and job creation. In 2012, the Council commissioned economic forecasting work to establish the likely growth in job numbers over the Plan period and the sectors most likely to experience expansion of employment opportunities in the local area. The forecasting reflected both macro-economic factors and more localised issues. It identified four potential economic scenarios for the borough, ranging from a ‘downside risks’ scenario at the lower end to an ‘enhanced performance’ scenario at the top end.
- 2.15 The initial assessment that a ‘downside risks’ scenario was most likely (reflecting a reduced rate of job growth in the borough over the Plan period) has since been reassessed by the Council based on the national economic recovery towards modest but sustained economic growth. As a consequence, a job creation rate based on a ‘baseline’ trajectory (i.e. a continuation of job creation in the borough at rates that are largely pre-recession) was considered to be the most robust and realistic scenario. The 2017 SHMA OAN figure reflects a housing target beyond that needed to fulfil this economic ambition.

### Finalising a Housing Target for the Local Plan

- 2.16 The NPPF and supporting PPG establishes that a range of factors need to be taken into account to determine the eventual housing target for the area, to be identified through a Local Plan. The text below explains how the housing target for this Local Plan has been established.

### Duty to Co-operate

- 2.17 As mentioned elsewhere, the Council has fully engaged neighbouring Districts in the preparation of this Plan, recognising the proposed housing development strategies in the emerging Local Plans in those districts. In particular, the Plans in Canterbury and Maidstone Districts, where there are very minor geographical housing market overlaps with Ashford Borough, meet, at least, their respective OAN housing requirements. At the time of publishing this Local Plan, no other District has an outstanding request to this Council to assist meeting any unmet housing need in their area. Therefore, there is no need for the housing target in this Plan to be adjusted to reflect an unmet housing need from either within the Housing Market Area or beyond.

### Viability and Deliverability

- 2.18 Although viability and deliverability are linked to aspects of social, environmental, economic and other relevant considerations (such as infrastructure provision), the NPPF makes it very clear that these are significant considerations in their own right. This includes a reasonable assessment of market conditions – both at a macro-scale and of the local housing market, including land and sales values in different parts of the borough and for varying forms of residential development, plus analysis of how different types of sites may be able to come forward for development.
- 2.19 The policies and strategic site allocations within this Local Plan have been assessed within the context of whole plan viability to ensure that they do not place an undue burden on developers and therefore can realistically be delivered. Flexibility is also applied within the policy framework through a policy approach which gives schemes the optimum opportunity to still come forward where viability can be independently verified as a constraint to development occurring.

- 2.20 In reaching an appropriate housing target for the Plan, the viability evidence supporting the Plan is clear that seeking to meet the proportion of the OAN figure that the SHMA indicates is 'affordable housing need' would not be viable as a policy requirement and would render residential development in the borough undeliverable.
- 2.21 In order to fully meet the affordable housing requirements identified in the SHMA through site allocations would necessitate an increase in the housing target of over 6,000 dwellings. In turn, this would require housing delivery hugely in excess of any annual level of housing completions the market has ever achieved in the borough. This is not a realistic or deliverable scenario, notwithstanding the significant environmental implications of this scale of growth over such a relatively short period of time.

### Constraints and Context

- 2.22 The PPG sets out that an understanding of the strategic constraints and context of an area (see Appendix 9 'the District Diagram' and the 'Ashford Urban Area' diagram) is relevant to the setting of an individual LPA's housing target in a Local Plan.
- 2.23 Ashford's previous role as a regional Growth Area in the now revoked South East Plan was predicated on extensive improvement of the town's infrastructure, most notably in strategic highway capacity. Key infrastructure has been delivered in recent times (e.g. the upgrade to M20 junction 9 and Drovers roundabout). However, there remain critical constraints to strategic growth in the short term at both M20 Junction 10 and along the A28 corridor to the west of the town that directly impacts upon the scale of development that can be safely accommodated on the strategic highway network.
- 2.24 There are clear proposals to bring forward schemes to alleviate these constraints (see Chapter 8 – Transport) but the ability to bring forward some developments in Ashford in the short term is affected. Therefore, in the short to medium term, there are limitations to the scale and rate of development that can be delivered in and around Ashford – the Borough's principal town and most sustainable location. This clearly influences the Council's strategy for development in this Plan in terms of the phasing of housing delivery – this is covered in more detail below.
- 2.25 Crucially, these constraints do not mean that the overall housing target established for this Local Plan cannot be met over the Plan period, merely that there is a need to properly phase development over the early years of the Plan (see section below).
- 2.26 In environmental terms, the Borough enjoys a wide range of environmental 'assets' that contribute greatly to its overall character and attractiveness. Two Areas of Outstanding Natural Beauty are complemented by large areas of unspoilt countryside which, although without a formal landscape designation, are rightly valued in their own right. Watercourses across the Borough provide examples of rich areas for biodiversity whilst also providing natural areas for flooding along their lengths.
- 2.27 Natural environmental assets are complemented by the quality of the built environment with a number of attractive settlements, hamlets and farmsteads contributing to the overall character of the area. In addition, 43 Conservation Areas, over 3,000 Listed Buildings and numerous other heritage assets help to create the Borough's rich character.
- 2.28 All of these environmental factors have been taken into account when determining the housing target and strategy for growth in this Local Plan



**Identifying a Housing Buffer**

- 2.29 In preparing this Local Plan, the Council has liaised with landowners, developers and house-builders on a number of key sites within the Borough to ascertain their intentions on likely housing delivery rates on those sites. This is reflected in the Housing Trajectory (Appendix 5) which supports this Local Plan.
- 2.30 However, these intentions relate to current market conditions and these can fluctuate over the plan period. Given this, the Local Plan identifies a supply of housing land that is additional to that needed to deliver the housing target set out below. Identifying a buffer provides choice and competition for the market across the whole plan period, whilst remaining within the wider umbrella of sustainable development as a whole.
- 2.31 The housing buffer helps to provide greater certainty that the overall housing target can be delivered. It does not relate to meeting any wider unmet need, nor should it be considered part of the Council's OAN figure. It sits outside of this figure and as such should not be used as the figure on which to base any future 5 year housing land supply calculations.

**Housing Windfalls**

- 2.32 Paragraph 48 of the NPPF allows unidentified windfall sites to be taken into account based on the Strategic Housing and Employment Land Availability Assessment (SHELAA), historic windfall delivery rates and future expected trends.
- 2.33 With regards to the SHELAA, over 700 sites were assessed following a 'call for sites' exercise in 2014, with over 200 sites progressing to the final stage of assessment.
- 2.34 Completions data over the last 10 years show a strong and consistent rate of windfall housing delivery with an average of 167 dwellings completed each year. It is highly likely that this consistent rate of delivery will continue and indeed may well be exceeded. There are a number of reasons for this:
- the various extensions to permitted development rights via the prior approval process to allow conversions on various property types to residential use;
  - the NPPF's presumption in favour of sustainable development; and,
  - the Local Plan's proposed windfall development policy which is more permissive than the equivalent policy in previous Local Plans.
- 2.35 Based on these factors it is assumed that an additional 1000 units will be delivered from unidentified windfall sites between 2022 and 2030, at an annual rate of 125 dwellings per year, well below the historic trends for windfall completions. This is in addition to the 996 dwellings on windfall sites that currently have planning permission at 1<sup>st</sup> April 2018, of which only 75% of those not yet commenced are counted against meeting the overall Plan's target.
- 2.36 Within the context of the issues discussed above, the Sustainability Appraisal of the Plan has tested different levels of housing growth to assist in the determination of a housing target. This evidence shows that the full housing need of the Borough can be met through a housing target (plus a reasonable buffer) figure that is at an overall level that can still be considered sustainable within the context of social, environmental and economic factors.

### The Housing Target

- 2.37 Based on the factors above, an overall Housing Target for the Borough reflecting the OAN of 16,872 dwellings to be delivered between 2011 and 2030 has been established. Factoring in completions since 2011, this figure is reduced to 13,118 between 2018 and 2030. The overall breakdown of this figure can be viewed under Table 1 below.

**Table 1 – The Overall Housing Profile**

<b>Objectively Assessed Need</b>	<b>16,872</b>
Delivered since 2011	3,754
<b>Residual Requirement (2018-2030)</b>	<b>13,118</b>
Extant commitments (previously allocated sites with permission)	3,064
Extant windfalls*	875
Chilmington Green	2,500
Future Unidentified Windfalls	1,000
Local Plan Allocations	5,889
Neighbourhood Plan Areas	216
<b>TOTAL</b>	<b>13,544</b>
Contingency buffer	426

*\*Those not started have been reduced by 25% to account for potential non-delivery with the exception of Tilden Gill, Tenterden*

### Distribution of Housing Development

- 2.38 Historically, larger scale residential development in the Borough has been targeted towards the town of Ashford. All recent iterations of previous Local Plans, County Structure Plans and the South East Regional Plan gave clear and distinctive spatial guidance that focused growth towards Ashford and its immediate surroundings whilst applying a policy of limited growth to Tenterden and the main villages in the borough.
- 2.39 In some instances, such as the Core Strategy 2008, there have been separate and distinctive housing growth targets for Ashford and the 'rest of borough' respectively. This recognised both Ashford town's role as an economic hub in the wider south east region and the Borough, as well as the need to protect the more sensitive nature of the rural area.
- 2.40 The abolition of regional planning and the introduction of the NPPF and PPG changes the higher level context fundamentally. There is no longer a higher level plan that pre-determines the amount of development each part of the Borough should deliver. However, it is clear that, in principle, the strategic spatial objectives of the previous approach are sound in planning terms and represent a policy approach that clearly resonates with the NPPF and its desire to deliver sustainable development.
- 2.41 Various growth model scenarios have been tested through the sustainability appraisal. This evidence shows that:-
- an appropriate balance of housing distribution is needed. Focusing most development towards Ashford and its periphery with proportionate development elsewhere

provides the maximum benefits in terms of the social, environmental and economic factors;

- moving away from the broad distribution strategy identified below can quickly lead to unsustainable development, imbalanced communities and harm to the environment;
- the countryside is not a sustainable location for large scale development, unless certain exceptional criteria or circumstances apply which make it so within the context of the NPPF (e.g. garden cities or villages).

2.42 With the above in mind – and taking into account a number of the considerations listed in the section above relating to overall housing numbers - the following distribution of housing development is proposed.

### **Development at Ashford**

2.43 As the borough's principal settlement, Ashford represents the most sustainable location within the borough and therefore where most development should be located. Ashford is home to about half of the borough's population and where a large proportion of local jobs are located and plans for future economic growth concentrated. There are a wide and full range of local services available within the town centre and the various neighbourhoods that make up the wider urban area and the town caters for its own residents' needs and those living in a wider rural hinterland. The town has expanded very significantly in recent years and plays an important role in the sub-regional economy of East Kent.

2.44 Ashford has always been a well-connected town in Kent with rail connections in 5 directions, but since 2009 its prime location on the HS1 rail link to London St. Pancras has resulted in a step-change in reducing journey times to the capital via the major new growth locations at Ebbsfleet and Stratford. The town straddles the M20 motorway with two junctions providing quick access to the national motorway network and London or to the coastal towns, and also to the Continent via Dover and the Channel Tunnel. The Eurostar rail service provides direct international rail connections from Ashford International Station to Paris, Brussels and other continental destinations. Connectivity within the town via the regular bus services and extensive pedestrian and cycleway network is also a major attribute for new development to benefit from and contribute towards.

2.45 Aside from a limited number of development opportunities in the Town Centre (Policy SP5 of this Plan), the existing urban area of Ashford provides relatively few opportunities for development on a significant scale. The major available brownfield sites in the Town Centre have been identified for redevelopment in the existing development plans, and many have planning permission or are under construction. Existing green open spaces within the urban area play important recreational and environmental roles in those neighbourhoods and so would not be suitable for allocation unless there were exceptional and specific local circumstances. Therefore, the existing urban area cannot play a major role (Town Centre apart) in accommodating new development outside those existing sites and allocations which may be brought forward.

2.46 The principal opportunities for new growth lie on the edge of the existing built up area of Ashford through carefully managed and planned growth. Here, although a number of well established environmental constraints exist in the form of the Kent Downs AONB and the

floodplains of the Great and East Stour rivers, there are locations adjoining the town that could accommodate new development without undermining the wider environmental objectives of this Plan.

- 2.47 As such, a realistic scale of development on the periphery of Ashford has been identified through the allocation of a number of sites which have the ability to be well integrated with the existing town and / or committed schemes. This approach has been influenced by a number of important factors, including the implementation of the Chilmington Green development across the Plan period, the availability of additional motorway junction capacity that is due to be created by the construction of the proposed M20 Junction 10a and the need to ensure a consistent supply of available housing sites to cater for different elements of the market.
- 2.48 It is considered that a strategy that relied too heavily on a small number of very large sites, such as Chilmington Green, to achieve the borough's development targets would not be sufficiently flexible and instead a more balanced approach that seeks to distribute new development across more locations is preferred. This distribution also takes account of the presence of existing strategic infrastructure and services and the ability to deliver new facilities as part of new sites that can come forward in the short to medium term. Similarly, a strategy that focuses on a larger number of small sites around Ashford would fail to deliver the critical mass and a comprehensive approach to master planning and the delivery of services that larger sites can achieve.

### **Development at Tenterden**

- 2.49 Although only about one-tenth the size of Ashford, Tenterden is the second largest settlement in the borough and its only other town. It plays a main rural service centre role for much of the south-western part of the borough. It is an attractive, historic town which is relatively well served by shops and services and is an important tourist destination which contributes greatly to the rural economy of the borough.
- 2.50 Development at Tenterden is constrained by the High Weald AONB which surrounds it on three sides, and a high quality, well-preserved Conservation Area in its heart that gives Tenterden its distinctive character. Traditionally, Tenterden has been the focus of relatively small-scale 'organic' growth which has been usually more on a village-type scale than the scale of allocations at Ashford. However, the Core Strategy identified increased levels of development for Tenterden and the Tenterden & Rural Sites DPD allocated a significant development area to the south of the town centre (TENT1) for which the first phase is under construction.
- 2.51 The high quality of Tenterden's landscape setting and its intrinsic historic character are factors that suggest that new development in the town should be limited, phased and very carefully planned. Therefore, no more major new development is planned in Tenterden itself, apart from the completion of the master planned southern extension to the town and the permitted extension to housing at Tilden Gill Road on the Shrubcote estate. Combined, these can fulfil the town's development needs over the Plan period without adversely affecting the character of the town.

### **Development at Villages**

- 2.52 The Borough is home to a wide range of smaller rural settlements which play a key part in establishing its overall character. Many lie in attractive and /or designated landscape settings

and contain areas of historic value. Some fulfil a local service centre role and have a range of key local facilities such as a primary school or a post office/shop that helps to meet everyday needs.

- 2.53 The government's policy for development in rural settlements has changed since the advent of the NPPF and its supporting Planning Practice Guidance. Now, the ability of new development in one village to support services in a nearby village could be considered sustainable.
- 2.54 In line with this approach, the Local Plan proposes an allocation strategy that has been assessed against a broad range of issues, promoting suitable sites that can provide a range of housing opportunities across the Borough. This approach gives considerable weight to more 'local' factors and takes account of recent rates of development in different villages whilst encouraging the small-scale evolution of some smaller settlements which might otherwise stagnate. Overall, the strategy seeks to direct a greater scale of new development towards the most sustainable villages where services are more extensive and well established and public transport connectivity is greatest, consistent with the thrust of the NPPF, whilst accepting that smaller scale development can potentially be accommodated in smaller villages subject to local factors.
- 2.55 In making Local Plan development allocations, the Council is also cognisant of several emerging Neighbourhood Plans being promoted by Parish Councils. The Council has worked closely with these parishes to ensure that their plans are consistent with the proposed strategy for development set out in this Local Plan and has encouraged them to include an appropriate scale of local development allocations in their respective Plans. The current scale of these allocations is included in the Housing Trajectory at Appendix 5.

### **Development in the Wider Countryside**

- 2.56 One of the NPPF's core planning principles is to recognise the intrinsic character and beauty of the countryside, although it is clear that this should not be interpreted as applying a blanket restriction on new development.
- 2.57 Isolated new homes should be resisted, unless proposals meet the particular exception tests set out in the NPPF, but there may be scope for the potential re-use of suitable brownfield sites and there is a need to consider potential economic or tourist related development that will benefit the wider rural economy of the borough. In fact, the attractiveness of the borough's countryside is an important aspect of the economic potential of the borough, especially of the rural economy, and a significant income generator for the Borough as well as providing a fundamental part of the character that makes Ashford a pleasant place to live and work.
- 2.58 Therefore, except for a handful of very minor site allocations dealing with traveller accommodation and the desire to deliver some 'exclusive' homes within the borough, the Council does not propose to allocate residential development sites in the wider countryside away from existing villages as such locations will usually be more environmentally sensitive and less sustainable in respect of access to services and reasonable road or rail access. Instead, development in the countryside should be controlled through appropriate topic-related policies which are set out elsewhere in this Plan.
- 2.59 There are two Areas of Outstanding Natural Beauty (AONBs) in the Borough – the Kent Downs and High Weald. These are statutory designations of national importance where the conservation of the natural beauty of the landscape and countryside is the primary objective. The Council has a statutory duty to protect the character of the AONBs and major developments

will not be permitted in AONBs unless there are exceptional circumstances where a need is proven, no other sites or alternative provision are available and any detrimental impact on the landscape and environment can be moderated. Also, development located outside an AONB but which would have a significant adverse effect on the setting of the AONB will also be resisted.

### Phasing and Delivery

- 2.60 The final strand relating to the promotion of sustainable development within the borough is its phasing and delivery.
- 2.61 The NPPF is clear in its desire to ‘significantly boost’ housing supply, within the context of meeting Objectively Assessed Housing needs, alongside setting out a requirement for authorities to maintain at least a 5 year housing land supply
- 2.62 The NPPF is clear in its overall desire to deliver development that is sustainable and sets out that the economic, social and environmental planning roles need to work together in order to achieve this ambition. The Planning and Compulsory Purchase Act 2004 (section 39 (2)) also states that Local Plans must be drawn up with the objective of contributing to the achievement of sustainable development.
- 2.63 The phasing and delivery strategy for this Local Plan is explored below and has been informed by various layers of evidence. It should be read in conjunction with the distribution strategy above and the housing trajectory that supports this Plan (see Appendix 5).

### The Borough's Profile

- 2.64 Ashford Borough contains two distinct areas that exhibit clear and differing characteristics in planning terms. Ashford is clearly the most sustainable location within the borough and therefore the most suitable location at which to deliver the majority of new housing growth. In comparison, the borough's rural area is much more sensitive and too much housing growth would quickly lead to an unsustainable model of housing development overall.
- 2.65 These characteristics are clearly evidenced in the accompanying Sustainability Appraisal to this Plan and are reflected in the Plan's distribution strategy which identifies new housing land allocations to deliver around 4,872 dwellings in and around Ashford and 1,017 dwellings in the rural parts of the borough. In addition, Neighbourhood Plan areas propose rural allocations of 216.
- 2.66 Any significant divergence from this broad approach, i.e. transferring major housing growth from Ashford to the rural parts of the borough should be avoided. Doing so would result to an unsustainable model of development by:
  - being poorly served by sustainable modes of transport, leading to significantly more trips being made by private car,
  - not making best use of infrastructure that has been delivered or is about to be delivered at Ashford, including HS1 and strategic road improvements,
  - being more removed from the local jobs market which is focused at Ashford,
  - being located near to services and facilities that may only meet local needs, as opposed



to the range of key services and facilities at Ashford,

- running contrary to the roles and character of different areas by shifting the focus away from where growth and change has previously been planned – and where substantial infrastructure investment has been targeted - to providing a step change of housing levels in the rural areas which have incrementally and organically grown steadily over time,
- damaging the intrinsic beauty and character of the countryside,
- damaging the nature and character of the rural settlements with a scale and pace of housing that is not proportionate,
- undermining the sound planning aspirations for Ashford and the benefits to be delivered through increased housing growth in a way that provides sufficient critical mass to deliver new strategic facilities for the town, including two strategic parks and the wider services and facilities present which benefit the wider borough.

### **The Urban Housing Market**

- 2.67 Accepting that Ashford and its periphery is the most sustainable location on which to target significant levels of housing growth in the borough, the realistic ability of the market to deliver this growth must be considered.
- 2.68 Recently, housing completion rates in and around Ashford have not come forward as originally envisaged, despite full and up to date Local Plan coverage over many years. This is mainly due to the wider macro-economic downturn that affected the general housing market from 2008 and restrictions on the capacity of the strategic road network, in particular until Junction 10a is in place. Other factors, including site-specific issues, viability concerns and market confidence in the town centre due to lower land values were also relevant.
- 2.69 However, many of these issues have, or are now being, overcome. Market confidence is returning and many key brownfield sites in the town centre have planning permission and some are under construction. Others are in advanced discussions with the council. Also, the major urban extension at Chilmington Green is now under construction.
- 2.70 It is clear that the recent constraining factors to housing delivery at Ashford are beginning to subside. However, it is accepted that housing completion rates may not increase rapidly as it will take time for the market to continue to improve. A number of key sites are also still constrained until such time as junction 10a is in place (due to be opened to traffic in Autumn 2019).
- 2.71 The phasing strategy in this Local Plan is cognisant of this position in that it predicts housing delivery rates in and around Ashford to steadily increase over the next few years following the completion of Junction 10a and the emergence of flatted schemes in the town centre as investor confidence grows. This is considered to be a realistic and deliverable scenario and is consistent with developer's and house-builder's known assumptions and intentions.
- 2.72 Basing a strategy on an immediate major step change in the delivery of housing in the early years of the plan, far in excess of what has been delivered, on average, annually in the past, would be inappropriate and unrealistic. There is little doubt that the urban area will be able to

achieve the increase in housing numbers that is required, but it will take time to fulfil this ambition and therefore needs to be given every opportunity to succeed.

### **The Rural Housing Market**

- 2.73 The rural housing market in the borough has been and continues to be strong. Market evidence points strongly towards a healthy demand for new residential development in the rural parts of the Borough as supported by market viability evidence that underpins this Plan. The 2008 housing delivery target for the rural area, as set out in the Core Strategy, has been delivered, in effect, some 5 years early.
- 2.74 The phasing strategy in this Local Plan recognises this position in that it reasonably assumes the majority of rural housing allocations will be delivered in the early years of the Plan, mostly within the first 5 years. There are no significant infrastructure constraints to restrict these new dwellings from coming forward and none are of such a scale that individually - or cumulatively – would warrant a settlement specific phasing approach to mitigate their impact.
- 2.75 Frontloading a number of rural housing allocations in this way also helps ensure that the annualised housing supply numbers for the wider borough in the early years of the Plan are maintained at a reasonable level prior to the resolution of the market and infrastructure constraints on delivery in the short term at Ashford.

### **Rectifying the Housing Shortfall Since 2011**

- 2.76 As of April 2018, the borough has a housing delivery shortfall of around 2,462 dwellings which demonstrates that, except for 2015/16, housing completion rates in the borough have not kept pace with the annual requirement for new housing indicated by the OAN.
- 2.77 However, the Local Plan provides the opportunity to address this position and determine a robust and sustainable approach to rectify this shortfall - one which reflects local circumstances and character.
- 2.78 As referred to above, it is questionable how realistic it is to rely on the Ashford urban housing market to achieve a short term step change in housing delivery needed to meet the housing shortfall in the early years of the Plan. It is also doubtful that the industry will be able to deliver such an increase in housing completions in such a short space of time. This would require securing a local workforce, building materials and immediate financing arrangements at a time when the local market is still recovering and remains in competition with other areas in the south east.
- 2.79 The only alternative option therefore would be to require the rural area to rectify the housing shortfall, entirely on its own. Such an approach would lead to much more new housing in the rural area, significantly more than has been planned through this Local Plan and evidenced as being sustainable through the sustainability appraisal.
- 2.80 Section 3.34 (the Borough's profile section above) of this Plan demonstrates why such an approach is not appropriate or sustainable. The SHELAA shows that there is very little scope to deliver new housing growth within the confines of rural settlements. Therefore, significant amounts – way above what is already being allocated – of greenfield land would need to be released in a way that would fundamentally harm the countryside and the attractive character of the rural area.

- 2.81 As the Plan identifies more land for residential development than is needed to meet the Plan's overall housing target, and adopts a pragmatic and realistic approach to housing delivery in Ashford, there is no justification for allocating significantly more land in less sustainable locations, which would seriously affect the Borough's character. The housing trajectory (Appendix 5) of this Plan indicates that major sites in Ashford are likely to come forward in the early part of the 2020s as strategic infrastructure constraints are resolved and the local housing market broadens in response to the connectivity of the town via HS1 and the M20. This should mean the current shortfall in delivery since 2011 has been fully rectified by the mid-2020s, well before the end of the Plan period without the need to resort to further unsustainable short-term releases of land in the Borough's villages and countryside. Consequently, and having regard to the need to complete Junction 10a before major developments can be occupied, the Plan is based on a strategy that would rectify the existing shortfall (at 1<sup>st</sup> April 2018) over the course of the next 7 years (i.e. 2018-25) at an average rate of 352 dwellings per annum and this should be reflected in the calculation of five-year housing land supply over this period.
- 2.82 This approach ensures the integrity of the Council's strategy for addressing the shortfall in a sustainable way can be properly maintained and that unrealistic annualised levels of housing completions are not required from the start of the Plan, merely as a means of meeting an existing shortfall that can be better and more sustainably phased and located elsewhere in the Borough over the Plan period.

### **Dealing with any Future Housing Shortfall**

- 2.83 The scale of allocations proposed in this Plan should ensure that there will be no significant housing shortfall in the future. However, in the event of a housing shortfall being identified in the future, the following considerations will be applied.
- 2.84 Although this Local Plan does not propose separate policy based housing targets for different parts of the Borough, unlike in some previous plans, it is clear that there are very different policy priorities for Ashford and its periphery which focuses on managing and sustaining growth, in comparison to the rural area which focuses on managing small scale change in a way that protects the Borough's attractive rural character. This is reflected in the overall scale of new dwellings proposed for each planning area (see Policy SP2 below).
- 2.85 These respective priorities should be used as a guide by the developer and decision maker as to the way in which the Local Plan approach should be applied; namely that there should not be significant substitutions of housing numbers away from Ashford and its periphery to the rural parts of the borough.
- 2.86 It is not the case that each planning area should maintain its own five-year housing land supply, as this will continue to be calculated on a borough basis. However, if a Borough housing shortfall in supply occurs as a result of significant non-delivery within Ashford and its periphery, the variances in policy emphasis between the two planning areas will need to be weighed accordingly, alongside the need to improve housing land supply and meet housing needs.
- 2.87 Housing numbers across the borough will be monitored annually. If a significant housing shortfall against the Local Plan target becomes apparent, and housing trends suggest that this will not be a short term issue, the Council will seek to implement the review of the Local Plan earlier than expected (currently expected to be adopted in 2025) as a means of ensuring that a Plan-led solution can be delivered to rectify the situation.

### **Policy SP2 – The Strategic Approach to Housing Delivery**

**A total housing target of 13,118 net additional dwellings applies for the Borough between 2018 and 2030. In order to achieve this target, additional housing sites are proposed to provide choice and competition in the market up to 2030.**

**The housing target will be met through a combination of committed schemes, site allocations and suitable windfall proposals.**

**The majority of new housing development will be at Ashford and its periphery, as the most sustainable location within the Borough, based on its range of services and facilities, access to places of employment, access to public transport hubs and the variety of social and community infrastructure available. With this in mind, in addition to existing commitments, new land allocations to deliver 4,872 dwellings are proposed.**

**Development in the rural areas will be of a scale that is consistent with the relevant settlement's accessibility, infrastructure provision, level of services available, suitability of sites and environmental sensitivity. With this in mind, in addition to existing commitments, new land allocations to deliver 1,017 dwellings are proposed.**

**Windfall housing development will be permitted where it is consistent with the spatial strategy outlined above and is consistent with other policies of this Local Plan, in order to ensure that sustainable development is delivered.**

**For the purposes of calculating 5 year housing land supply, the shortfall in housing delivery between 2011 and 2018 shall be rectified over a 7 year period to 2025 at an average of 352 dwellings per annum. Over this period, this figure should be added to the annualised OAN requirement to provide an annual housing target of 1240 dwellings plus any relevant buffer. From 2025 onwards, the housing requirement should then reflect the annualised OAN requirement plus any relevant buffer.**

## **The Economy and Employment Development**

### **Current Position**

- 2.88 With the growth of the town over the last few decades, the Borough's economy has grown, stimulated by critical drivers such as the introduction of International and domestic services on High Speed 1, transforming Ashford's location and connectivity. Enhancements to key road infrastructure such as junctions 9 and 10 on the M20 have enabled employment land to continue to come forward in developments such as Orbital Business Park and Eureka Business Park. With the growth in population within the town, expansion of the retail and leisure offer has also delivered new jobs to the area with the introduction and now planned expansion of the Designer Outlet Village, the extension to County Square, the development of the offer at Eureka Leisure Park, and the introduction of brands such as Waitrose and John Lewis.
- 2.89 Ashford has traditionally had a very high employment rate within the area with lots of residents in employment (80%+), but the challenge has been improving the low average earnings levels, and bringing more highly skilled employment to the area. Average gross weekly wages increased by 5.7% between 2009 and 2014 for residents in Ashford Borough. This is a stronger growth rate than Kent at 4.5% and the wider South East region at 5.6%. This shows positive progress for this continued challenge in improving the local productivity and prosperity of the labour market.

### The Key Drivers for Growth in the Borough

- 2.90 The aspiration is for Ashford Borough to play a key role in terms of economic development in Kent, and this is built around its strategic location, excellent transport links, competitive costs, and the quality of lifestyle for residents and employees.
- 2.91 **Location** - The key driver for employment growth within the Ashford Borough is the impact of the introduction of HS1 and the critical investment in transport infrastructure. Ashford's business advantage is its location, as demonstrated through the results of the last Locate in Kent Perception Survey, which highlighted Ashford as Kent's number 1 business location.
- 2.92 **HS1** -The impact of a 38 minute journey time to London, Kings Cross / St Pancras will result in companies moving operations out of London to Ashford, but will also result in Kent companies locating to Ashford to take advantage of its central location within Kent and proximity to London.
- 2.93 **International Links** - Ashford is also the UK's International town, with direct train services to France's three largest cities, Paris, Lyon and Marseille, as well as to Brussels, Lille, Avignon and Disneyland Paris. With the tax and labour force advantages that the UK provides, Ashford continues to see the relocation of French companies into the area providing jobs and investment.
- 2.94 **Highly Competitive** – With commercial property costs up to 73% lower than central London, Ashford provides a real alternative for companies who want to do business within the capital, but without the continually rising costs.
- 2.95 **The importance of Place Making** – A key challenge over the next 15 years for Ashford will be the importance of developing the town into a memorable and sought-after location. Ashford already has many recognised benefits, but it's town centre and external image make the attraction of investment a continual challenge. The importance of quality place making through good design and streetscape will continue to be important in changing this image and attracting more employment and wealth to the area.
- 2.96 **Broadband infrastructure** – potential for strong broadband infrastructure available in parts of the Borough to attract investment, and support development of digital/ new media sectors will be critical in delivering greater productivity and prosperity within the local economy.
- 2.97 **Rural Enterprise** - Although the majority of employment growth will be centred around the Ashford Urban area, rural economy opportunities for development of rural enterprise, capitalising on quality of life and accessibility, and including the tourism economy, will ensure an enterprising and dynamic Borough with a choice of employment locations and a choice in the price of accommodation.

### Economic Forecasting

- 2.98 The NPPF requires the Council to use evidence to define the full, objectively assessed needs for both business and housing in their areas and then seek to ensure that their Local Plans meet the needs identified.
- 2.99 In terms of business development the Council commissioned GL Hearn to carry out a Strategic Employment Options Report (SEOR) that developed a number of scenarios for economic growth in Ashford Borough to 2030 that would be used to set a jobs target to be included within this Local Plan. There were four potential economic scenarios for the borough ranging from a



‘downside risks’ scenario at the lower end to an ‘enhanced performance’ scenario at the top end. This work was prepared in 2012 when economic conditions in the UK were significantly worse than they are now.

- 2.100 At the time, GL Hearn were suggesting that the ‘downside risks’ jobs scenario had the greatest probability of playing out based primarily on the macro-economic risks to the wider global economy creating weaker prospects for growth over a longer period of time. This was predicted to result in job growth of 9,200 (16%) between 2011-30.
- 2.101 In general, the forecasts made in the SEOR enable a range of eventualities to be covered and, given the current predictions for economic growth in the UK from the OBR and other institutions, some of the more negative aspects of the forecasts need to be reconsidered in choosing an appropriate employment target for the Local Plan.
- 2.102 The other economic scenarios considered in the report were a ‘baseline’ trajectory based on previous performance of both the macro-economic factors and local factors and two ‘enhanced’ scenarios based on a significant uplift in local performance and productivity. Both of the ‘enhanced’ scenarios would rely on strong growth in the office-based sectors and to a lesser degree, the industrial sector. These remain aspirations for Ashford and steps towards the creation of the Commercial Quarter are now well under way. However, the creation of a strong and vibrant office market will take some time and the allocation of an over supply of land in the early years, especially outside of the town centre, may be counterproductive in building on the solid foundations of a station-based new office market.
- 2.103 The 2012 report focused strongly on those aspects of the Ashford economy that have performed well and those where there is scope for improvement given the assets the borough has. This enables the Council to focus land allocations towards the strongest sectors and put in place appropriate policies to protect existing active employment sites where possible.
- 2.104 As part of the GL Hearn commission there was an assessment of the current business sector strengths and the nationally forecast changes to employment by sector through to 2030. The sectors where the forecasts for the next 10 years show growth in jobs in Ashford include business services, professional services, computing services, hotels and catering, construction, retailing and education and health. Sectors that are likely to see lower employment growth due to macro-economic impacts or sectoral changes such as the automation of processes are manufacturing and public administration.
- 2.105 It would seem prudent to set an employment target that is aspirational but also realistic in terms of its delivery over the next few years. The ‘downside risks’ scenario from the 2012 report now appears to be too pessimistic in terms of the macro-economic position in particular and a more appropriate response for the Local Plan would now be a jobs target based on the ‘baseline’ scenario of 12,600 new jobs over the Plan period.
- 2.106 The SEOR then derived a forecast of future employment land requirements based on the anticipated performance of the economy. Based on a jobs target of 12,600 jobs there is a requirement for 70.9 hectares of land for B class uses over the period from 2010 – 2030.
- 2.107 Since the GL Hearn forecasts for the 20 year period 2010 to 2030, and a target of 12,600 jobs for the Borough, survey figures have been published providing an updated position to 2014. 1,500 jobs have been created within the Ashford Borough between 2010-2014, during a difficult national and global economic period. This 3% growth during this period is above the

2.4% average growth for Kent, but below the 3.3% growth within the South East and 5.2% national growth. This leaves a job target of 11,100 between 2014 - 2030.

- 2.108 An additional GL Hearn commission in 2016 to undertake an Employment Land Review: Site Assessment, provides an up-dated employment land requirement for 2014-2030 of 63 hectares based on the baseline scenario from the 2012 SEOR report.

### **Spatial Approach**

- 2.109 As the main town within the Borough and with the strategic transport links, it is proposed that growth in employment again is concentrated within and around Ashford town, and that due to its sustainable location and infrastructure, development is concentrated within the town centre on brownfield sites as the principal priority for the Local Plan.
- 2.110 The other primary locations for business demand for sites within the area are those with excellent access to the motorway network to support their operational needs. Industrial and distribution companies have a specific need for good access to motorway junctions, to minimise the time for supplies to be delivered to and from the site. This also limits the impact on other areas of the town through additional traffic and congestion. For businesses requiring office space, as well as the locations in town centres, some companies will require a location that enables car bound access to clients across the County.
- 2.111 The challenge, spatially, and in the number of development sites within the Local Plan, will be to ensure that there is a choice of locations across the Borough to support different business needs, and to support competition and choice within the market place. Both choice and the delivery of speculative employment space will stimulate relocations into the area. The allocation of sites needs to provide some flexibility for the market to adapt to changes in the economy, whilst providing a structure within which the aspirations of the Plan can be achieved.
- 2.112 There are 4 key strategic sites for employment in Ashford- the Commercial Quarter, Waterbrook, Sevington and Eureka Park – but other employment areas also provide a range of alternative options for business development.
- 2.113 **The Commercial Quarter** – This is the new main business sector of the town intended to stimulate investment opportunities in new large scale office space based around a high quality environment with a location close to the domestic and international railway stations. The site is proposed for up to 55,000 square metres of new office floorspace
- 2.114 **Eureka Park** - This large office based business park close to junction 9 provides a key strategic location with easy access to the motorway network and the rest of Kent. Previous planning permissions for B1 floorspace have delivered a number of phases of development. This is a substantial greenfield site with excellent connectivity to the M20 at junction 9 and the potential remains for primarily office development with the area being seen as different to the offer in the Commercial Quarter with lower density development in a landscaped setting. There is also the opportunity in this location to support more flexibility to deliver a smaller secondary element of other employment uses such as light industrial around the cleaner pharmaceutical, medical and health sectors, as well as space for uses such as private hospitals. The role of Eureka Park is also proposed to evolve with the introduction of higher quality residential development on an extended site to sit alongside the employment development.
- 2.115 **Sevington** – this site was identified in the Core Strategy and subsequently the Urban Sites and



Infrastructure DPD as a strategic employment site to provide for a range of employment types and uses but with the opportunity to cater for some of the larger scale employment uses that are less suited to higher density, mixed use environments.

- 2.116 Outline planning permission has been given (subject to a s.106) for a development of this sort at Sevington. Approximately 157,000 sq m of floorspace is proposed in total. Within this figure there is flexibility for up to 140,000 sq m Class B8 (storage and distribution) use; up to 23,500 sq m of B1a/B1c Business (of which a maximum of 20,000 sq m of B1a); up to 15,000 sq m of B2 (general industry); up to 250 sq m of A1 (retail shops) and 5,500 sq m to accommodate the relocation of Kent Wool Growers from the town centre.
- 2.117 A masterplan has been produced showing how the quantum of development can be accommodated on the site whilst limiting the impact on the setting of Sevington church and the wider area. The masterplan includes substantial strategic planting to help reduce the impact of the large buildings proposed – this will be complemented by the planting proposed as part of the junction 10a scheme. This planting will obviously need to mature to deliver the full benefits – long term arrangements will be needed to make sure these areas are managed and protected, including the potential use of group Tree Preservation Orders.
- 2.118 It is likely that the phased development of this site will take some years to be completed. The planning permission given sets thresholds beyond which development cannot proceed before improved highway access arrangements are in place.
- 2.119 **Waterbrook** – this site is identified for mixed use development but to date only limited development has taken place on the site which currently accommodates the Ashford Truck stop and lies adjacent to the aggregates recycling facility and railhead. The adjacent Orbital Business park is nearing completion and there will be a requirement for similar types of provision with smaller industrial, distribution, office and other sui generis uses within the area to fulfil requirements that do not fit comfortably within the primary roles of Commercial Quarter, Eureka Park or Sevington.

### Rural Employment

- 2.120 Rural Ashford accounts for around a quarter of all jobs in the Borough, a proportion that has remained largely constant over the last 10 years or so. In the rural area workforce jobs have increased by around 14% between 2003 and 2012 – in absolute terms this is an increase of approximately 1600 jobs.
- 2.121 In employment terms, rural Ashford's largest sectors in 2012 were business and retail, largely echoing the pattern of employment across the Borough as a whole. The social care, construction and wholesale sectors also accounted for significant shares of employment. The tourism sector also makes a significant contribution to the rural economy.
- 2.122 It is clear that the rural area plays an important part in the economic prospects of the Borough and this will continue into the future.

### Overall Requirements

- 2.123 The Council has concluded that in broad terms there is sufficient land allocated already within existing adopted Plans to meet the overall land requirements to 2030 and that these should be rolled forward as allocations in this Local Plan. The range and type of site has been identified

as an issue and there are new allocations identified at Leaon Road and additional commercial land identified to be brought forward at the Waterbrook site.

- 2.124 In the rural area, a new allocation is specifically proposed at Tenterden at the Pickhill Industrial Estate, but there has been a limited selection of other possible sites submitted for consideration. There is currently substantial small scale employment provision in the rural area and hence the approach is to support appropriate, small scale expansion of existing sites, subject to necessary planning policy criteria (see policy EMP3).

### **Policy SP3 - Strategic Approach to Economic Development**

**Job growth and economic prosperity will be supported in order to enable the achievement of a sustainable economy with the intention to deliver 63 hectares of new employment land and a total of 11,100 jobs in the Borough between 2014-30. This will be achieved by the following measures:-**

- a) The promotion and development of the employment locations identified within this Local Plan;**
- b) The retention of the existing industrial/commercial/ business land, premises and estates in accordance with policy EMP2;**
- c) The maximisation of town centre employment opportunities in accordance with the strategic approach to the town centre set out in this Local Plan;**
- d) Taking a positive approach to economic development;**
- e) Promoting rural employment opportunities in sustainable locations in accordance with policies EMP3, EMP4 and EMP5; and,**
- f) Improving skills in the workforce.**

### **Retail and Commercial Leisure Development Needs**

- 2.125 Retail and leisure development plays an important role in the economy of Ashford Borough, and it is expected that these sectors will continue to contribute to the local economy over the Plan period. This type of development is particularly important in supporting and developing a vital and viable Ashford Town Centre.
- 2.126 National Planning Policy requires local planning authorities to plan to meet the needs of main town centre uses in full, adopting a 'town centre first' approach.
- 2.127 The Local Plan should allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres.
- 2.128 The Retail and Leisure Needs Assessment 2015 (RLNA), provides an up to date assessment of the quantitative and qualitative need for new retail (comparison and convenience goods) and commercial leisure floorspace in Ashford Borough, up to 2030.
- 2.129 Tables 2 and 3 below outline the quantitative need for comparison and convenience retail development.

**Table 2 - Convenience Retail Need 2015 to 2030 for Ashford Borough**

	<b>2020</b>	<b>2025</b>	<b>2030</b>
Ashford Town Centre (m <sup>2</sup> net)	106	200	289
Tenterden Town Centre (m <sup>2</sup> net)	-455	-196	50
Local/Village Centres (m <sup>2</sup> net)	119	225	324
Rest of the Borough (m <sup>2</sup> net)	-2,085	-774	464
<b>TOTAL BOROUGH (m<sup>2</sup> net)</b>	<b>-2,315</b>	<b>-545</b>	<b>1,127</b>

- 2.130 The evidence shows there is limited quantitative need for new convenience floorspace over the Plan period across the Borough. However, there is currently an imbalance of convenience retail expenditure to out of centre stores, particularly in the Ashford urban area, which is influenced by a lack of foodstore provision in Ashford Town Centre. The RLNA therefore considered a potential scenario where ‘claw back’ of expenditure was achieved from out of centre food stores. This increases the forecast need for Ashford Town Centre to 751m<sup>2</sup> by 2025 and 1,084 m<sup>2</sup> by 2030. Alternatively, this provides the potential to support a deep discount foodstore of up to 1,673 m<sup>2</sup> by 2025 or 2,413 m<sup>2</sup> by 2030.

**Table 3 - Comparison Retail Need 2015 to 2030 for Ashford Borough<sup>1</sup>**

	<b>2020</b>	<b>2025</b>	<b>2030</b>
Ashford Town Centre (m <sup>2</sup> net)	-714	4,017	9,170
Tenterden Town Centre (m <sup>2</sup> net)	9	541	1,122
Local/Village Centres (m <sup>2</sup> net)	93	259	440
Rest of the Borough (m <sup>2</sup> net)	-3,107	771	5,032
<b>TOTAL BOROUGH (m<sup>2</sup> net)</b>	<b>-3,719</b>	<b>5,588</b>	<b>15,764</b>

- 2.131 In the short term, there is limited quantitative need for comparison retail development, when taking into account the re-use of existing vacant prime retail floorspace.
- 2.132 With regard to commercial leisure development, the leisure needs assessment identified the potential to support new cinema screens in the Borough, new food and drink beverage outlets (A3 to A5), and new gym facilities.

### **Meeting the Need for Retail and Leisure Development**

- 2.133 In accordance with National Planning Policy it is important that new retail and leisure development is focused at Ashford Town Centre first, to help to maintain and strengthen its role in the network and hierarchy of centres. The ‘Rest of the Borough’ retail need identified above should therefore be planned for within Ashford Town Centre.
- 2.134 Since the RLNA was completed, a six-screen cinema, hotel, restaurants and cafes, at Elwick Place have been built. This development is adjoining the primary shopping area and will be a

<sup>1</sup> Based upon constant market share and taking into account re-use of vacant prime retail floorspace in Ashford Town Centre

key part of the town centre offer. Development has also commenced on the extension to the Designer Outlet, which provides additional comparison floorspace and restaurants and café uses.

- 2.135 These developments provide for the need for comparison retail up to at least 2025, and cinema, restaurant and café development, for the whole plan period, in Ashford Town Centre. Given the uncertainty regarding retail forecasts beyond this time, it is not considered appropriate to allocate additional sites to accommodate the remaining need for the last few years of the Plan period. In any event, there are sites within the Ashford Town Centre Policy Area, as set out in Policy SP5 which provide opportunities for development.
- 2.136 With regard to the meeting of convenience retail need, since the RLNA was completed, a 1,750sqm A1 convenience retail store within the Ashford Town Centre Policy Area, for an Aldi supermarket, has been implemented and is now open to the public. This development provides for the need for convenience retail within the town centre, under the ‘claw back’ scenario, until at least 2025. In terms of the need for the remainder of the Plan period, in order to maintain flexibility, it is not considered appropriate to allocate a specific site. The need is only required if it is possible to further re-distribute the market share to improve Ashford’s convenience provision, therefore the delivery of such a proposal will be very much market driven and there is also significant uncertainty regarding retail forecasts beyond this time. It is considered that a flexible approach should therefore be maintained to enable any further proposals to come forward within the Town Centre policy area, as set out in Policy SP5. Proposals will be required to demonstrate that they accord with Policy EMP9 (Sequential and Impact Assessments) and proposals for convenience provision out of town will be strongly resisted through that policy.
- 2.137 Local needs are addressed through Policy EMP10 which is supportive of additional shopping and service provision within local centres and villages across the Borough.

### **Policy SP4 - Delivery of Retail and Leisure Needs**

**At Ashford Town Centre provision is made for an additional 1,548 sqm of convenience retail floorspace and 14,202 sqm of comparison retail floorspace between 2015 and 2030, through the delivery of existing commitments, development proposals in the pipeline, and site redevelopment opportunities, within the Ashford Town Centre Policy Area as defined by Policy SP5. Any further retail and leisure proposals shall be accommodated in the first instance in the town centre, in accordance with Policy EMP9.**

**At Tenterden Town Centre provision should be made for an additional 50 sqm of convenience retail floorspace and 1,122 sqm of comparison retail floorspace between 2015 and 2030, through small scale development and changes of use within and adjoining the existing centre.**

## Delivering a Sustainable Town Centre

- 2.138 Ashford Town Centre is the key focus for shopping and services in the Borough and will play an increasingly important role at the heart of the borough's economy. The town centre is the most accessible location in the Borough and, with an attractive historic core, is a pleasant place to visit. It is an important shopping centre, especially for people living in the urban area, but it competes with centres such as Canterbury, Maidstone and Bluewater. Many borough residents living outside the town visit less frequently and do their 'comparison' shopping (clothes and one-off purchases) elsewhere. The town centre needs to respond to this diversion of 'spending power' by strengthening its role and its own special offer and identity.
- 2.139 With fast rail access not just to and from London but also to the continent, the town centre is well placed to cater for a growing office market. In addition, the availability of substantial space in the form of vacant or underused brownfield sites near to the stations present opportunities for development and change that is unique when compared to other south east of England locations.
- 2.140 However, current market confidence remains cautious with 'pioneer investors' inevitably carrying higher initial risk. This position is reflected in the viability evidence that supports this Local Plan which shows that schemes are highly sensitive to change and can become unviable very quickly. The Local Plan responds to these sensitivities by adopting a flexible policy approach that is not overly prescriptive in respect of the level of requirements sought from development here.
- 2.141 That said, Ashford Town Centre is very much on the cusp of a major transition with an emerging office market and growing market interest in investment in other sectors such as leisure and buy-to-rent apartment schemes. This is reflected in recent planning applications and current ongoing discussions with developers around a number of schemes on important sites within the town centre. It is therefore crucial that the Local Plan does not undermine these discussions or current interest.
- 2.142 Where these schemes are expected to contribute to the Borough's overall housing numbers, the sites are referred to in the housing trajectory that supports this Plan (Appendix 5). For the non-residential development requirements the contributions from these schemes are reflected in policies SP3 and SP4 of this Local Plan.
- 2.143 **The vision:** A thriving town centre is crucial for the people who use it day to day but also, more generally, to make it a more attractive destination for residents of the wider area and for tourists. The more people that use the town centre the more successful it will be. As town centres change in response to the internet and the changing retail market, so the town centre needs reshaping to provide not just for essential daily needs, but also to create a mix of more quirky, varied and specialist shopping and entertainment opportunities. This will attract people in from a wider area, over a longer part of the day and evening.
- 2.144 The strongest town centres have an 'all day economy' – busy lunchtimes as a large local workforce takes a break, and lively evenings after work and as people come back to the town centre for specific attractions such as the cinema and to eat and drink. Healthy town centres also tend to have a significant resident population which helps the place feel active at all times and brings more spending to town centre businesses.
- 2.145 Therefore the Council's vision is of a town centre that offers a wide and entertaining mix of

activity throughout the day and evening; with a strengthening ‘leisure shopping’ offer including a growing mix of interesting, independent retailers; and a fast growing resident and working population that brings more activity and spending power to the town.

- 2.146 Helping to drive delivery of that vision Ashford also has a unique opportunity. High speed rail services give access to and from London in 38 minutes and this, coupled with the potential for an expanding range of rail services to the continent, places Ashford Town Centre in a very special position. Combining the three key factors of fast travel times, relatively low average house prices and the quality of life offered in the area, Ashford is now in a very competitive position in south east England to attract inward investment and jobs growth.
- 2.147 The supply of readily available land in the town centre for growth – especially in the area between the stations and the shopping core is the final, critical ingredient. The town has the opportunity to move from a relatively small provincial office market to a centre of much higher ranking by creating a high quality business centre, as an integral part of a stronger town centre.
- 2.148 In short, the town centre will be a key motor for Ashford’s growth in the coming years. Jobs in the new Commercial Quarter will tend to be at higher skill levels and provide opportunities both for the local workforce and for some of those people currently commuting who would like to work closer to home. As this town centre office sector grows, a range of secondary services will be needed to support new office businesses – many sectors of the Ashford economy will benefit. More jobs in the town centre will bring more spending power for the day and evening economy, and will help to drive a better range of opportunities to eat and drink, shop and enjoy leisure time.
- 2.149 There are several very important themes that will guide the Council’s approach as the town centre evolves:
- 2.150 **Quality place-making:** The Council is wedded to delivering quality places, spaces and buildings for people to enjoy in the town centre. The attractive medieval core of the existing centre, including over 100 listed buildings and the Conservation Area, needs protecting but alongside this a harmonious blend of new development is needed with bustling streets and attractive public spaces. By continuing to demand high design standards this not only brings pleasure to town centre users, but it helps to encourage investor confidence in the town, and the emerging Commercial Quarter office market and will help to attract further investment.
- 2.151 Design quality concerns not just the way a building looks but the contribution the scheme makes as a whole – how it animates the street by including active uses on ground floors; how the spaces around the buildings work and link into the wider townscape; and how special care is taken to create character at key junctions, corner plots and focal points in important views. The Council will continue to use its independent Design Panel to help assess the all round quality of town centre schemes.
- 2.152 **A vibrant town centre:** National planning policy requires local planning authorities to plan to meet the needs of main town centre uses in full, adopting a ‘town centre first’ approach to the provision of new shopping and leisure development. A Retail and Leisure Needs Assessment (2015) has been carried out which shows that the quantitative need for new retail floorspace in the town centre over the plan period is low. The Study found an imbalance between town centre and out of town food shopping provision and identifies the potential for additional food shopping space in the town centre to help address this.

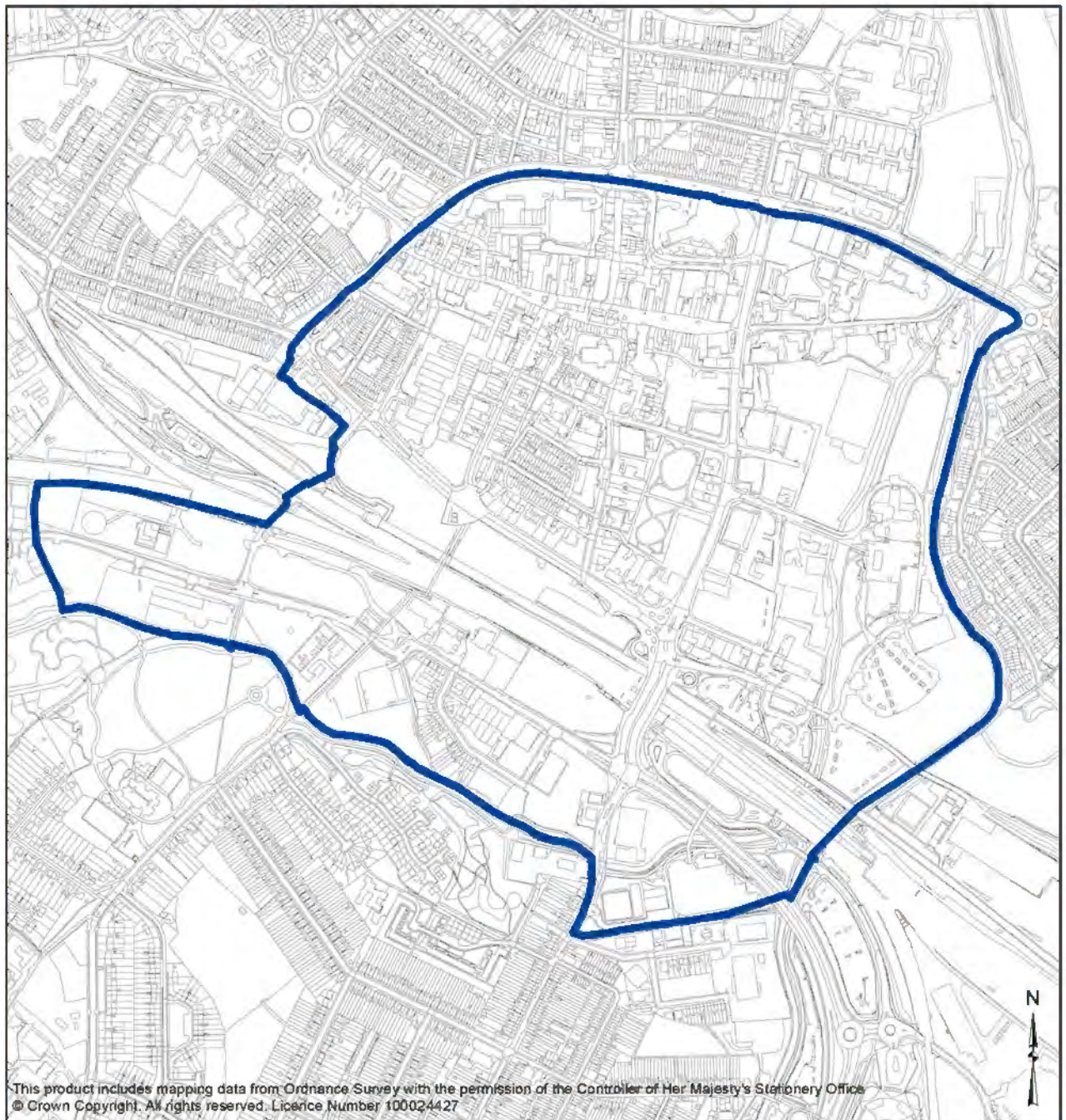


- 2.153 Shoppers today are tending towards more varied ‘leisure shopping’ in good quality environments with a range of other activities – eating, drinking, entertainments - on offer. Strong town centre management is key to success and this includes the Council’s direct influence as landlord of the Park Mall shopping centre.
- 2.154 ***A place to live in:*** The town centre’s resident population is growing rapidly. This growth is likely to continue as people are attracted by competitive prices, an improving town centre with an easy walk to the stations and quick access to London. There are sites available which can provide for significant residential development. One residential market that may emerge strongly is institutionally funded apartments in the private rented sector. This sort of development would help to increase the range of housing choices available; it can be built to generous space standards but at a relatively high density typical of a town centre; and will therefore lead to a substantial increase in town centre residents.
- 2.155 More residents bring more support for the shops, services and entertainments provided in the town centre and helps to animate the town. Coupled with the growing number of office jobs in the Commercial Quarter and the student numbers at Ashford College this will create a significant and sustained impetus for town centre regeneration.
- 2.156 ***A place to work:*** The Commercial Quarter has the space to create an important new office centre in south east England. It sits alongside the stations and occupiers will benefit from the high speed domestic and international train services. The area can meet the demands of an emerging office market within an overall masterplan designed to create a fine new place, characterised by excellent quality treatment of the public realm. As a major landowner the Council is well placed both to drive delivery in this area and to set and achieve high design and place-making standards.
- 2.157 A range of supporting services will be needed as the Commercial Quarter grows - these will include specialist financial, IT, marketing and legal services as well as catering, buildings maintenance and office supplies. This will benefit town centre businesses as well as firms in the wider Ashford economy.
- 2.158 ***Local skills to match opportunities:*** As the office sector expands a growing workforce with a wider range of skills will be needed which will support excellent career opportunities for local people. The construction of Ashford College in the heart of the town centre, offering increased choice for local students in both further and higher education, is a crucial component of the wider economic development of the Borough as a whole. The Council will continue to work with the Hadlow Group both to help shape the curriculum to meet emerging needs and to expand the presence in the town.
- 2.159 ***Movement and parking:*** A careful balance needs to be struck between providing town centre parking to serve the retail, leisure and commercial facilities on offer, which should be balanced with an awareness that there is finite road capacity in the town centre. Successful towns attract traffic and as the economy strengthens this issue will become more important. In the early years a relatively high level of parking provision is likely to be sought by investors to help attract tenants – especially for new offices. As the market strengthens, parking on site to support future schemes may need to be provided at a lower ratio to make sure that the available road space is managed effectively, including making enough provision for shoppers and residents needs
- 2.160 Much has been achieved to make the town a pleasant place for people on foot, including the pedestrianised centre, the Elwick Road shared space and other street improvements (e.g. to


West Street). As a result it is easier for pedestrians to walk to the town centre and to enjoy it once there. The Council will continue this approach by making sure that developments in the town centre play their part to improve the pedestrian environment and the attractiveness of the town centre as a whole.

- 2.161 ***A deliverable strategy:*** The opportunities in the town centre are considerable and there is growing market interest. Evidence indicates, however, that many schemes remain only marginally viable and the comparatively high build costs needed to deliver a quality product are not yet reflected in returns from development. Pioneer investments in relatively untested sectors of the Ashford Town Centre market – e.g. new town centre offices; private rented apartments; leisure projects – may therefore be unable to support the full range of normal developer contributions set out elsewhere in this Plan. Where this is the case, viability assessments will be needed to test these issues with a realistic approach being taken that reflects the risks investors are taking and the need to help stimulate investor confidence. Once confidence has been created further investments are likely to flow that will benefit the town centre and Borough as a whole.
- 2.162 Viability assessments of the town centre show that residential schemes are, as yet, generally unable to meet the normal range of developer contributions to infrastructure that is needed, including affordable housing. The Council has a track record of working with developers to minimise these costs to avoid inhibiting regeneration in the town centre, in line with the National Planning Policy Framework. Private sector rented apartment schemes will bring a new product to the choice of homes on offer in the town, help broaden the market and are supported by national planning policy. In the light of this, the Council recognises that it may be inappropriate to meet the normal policy requirement for affordable housing on town centre housing sites where viability is an issue, as set out in Policy HOU1.
- 2.163 As the Council is a major landowner in the town centre – including the Park Mall shopping centre; Vicarage Lane car park and a substantial part of the Commercial Quarter – it is able to help deliver well planned and high quality development. Over the duration of the Plan this can make a huge contribution to the regeneration of the town centre.
- 2.164 The town centre policy below picks up these themes, setting out the principles and criteria for development proposals within the Ashford Town Centre Boundary, as identified on the policies map, and shown on Map 1 on the next page. The general policy approach is deliberately flexible to accommodate a range of potential uses in the town centre that help to meet the vision and approach set out above. In an emerging market a degree of pragmatism is essential to be able to respond to changing market demands. National planning policy supports a market-aware approach of this sort.
- 2.165 This policy is supported by other policies in this Plan relating to town centre development. Policy S1 is a site specific policy for the Commercial Quarter within Ashford Town Centre. Policy EMP7 identifies the Primary Shopping Area, including the primary and secondary frontages for Ashford Town Centre and which uses will be considered acceptable within them. Policy EMP9 sets out the requirements for the sequential and impact test for retail development and other main town centre uses. These policies will apply to certain development proposed within Ashford Town Centre, and will be considered alongside Policy SP5 where relevant to the specific proposal.

Map 1: Ashford Town Centre



**Key**

 Ashford Town Centre Boundary

0 120 240 480 Metres  




**Policy SP5 - Ashford Town Centre**

**Proposals coming forward in Ashford Town Centre (as shown on the policies map and on Map 1), will be supported in principle where they help to deliver the vision set out above and where they promote high quality design that is appropriate to their location. A range of principal uses may be acceptable including retail, offices, leisure, residential and hotel. Other complementary uses may include voluntary and community uses and health facilities.**

**Proposals will be assessed against the following criteria:**

- a) All schemes will need to demonstrate a quality of design that makes a significant contribution to the character of the town centre, including any proposed buildings and public realm. New development proposals on major and/or prominent sites will be expected to have been subject to public exhibition/ consultation and be subject to review by the independent Ashford Design Panel;**
- b) Residential development in the town centre is supported, for example, making use of space above shops but the opportunity also exists to provide a range of types of home, including the potential for serviced private rented apartment schemes;**
- c) Further expansion of further and higher education facilities at the Ashford College complex will be supported subject to design and other site-specific considerations; and,**
- d) As set out in Policy TRA3, a balanced approach to office parking needs will be taken in order to help stimulate early investment in the town centre, whilst considering long-term impacts on road capacity and the needs of shoppers, residents and other users. As the market strengthens and further developments come forward this approach is likely to be subject to formal review.**

**Where a development proposal comes forward that clearly demonstrates it would meet the vision and design quality set for the town centre but is of marginal viability, the Council (taking specialist advice) will explore a flexible approach to seek to reduce the costs of contributions to infrastructure and affordable housing, provided the resulting proposal does not create a serious and unacceptable level of impact, as set out in Policy IMP2.**

## Promoting High Quality Design

### Design Quality

- 2.166 Delivering development that is of high design quality and is sustainable is a key Council priority. The National Planning Policy Framework is unequivocal in the ‘great importance’ the Government attaches to design as *‘a key aspect of sustainable development....indivisible from good planning’* (para 56 NPPF).
- 2.167 The need for good design applies in all areas of the borough, whether in a sensitive village or countryside setting; on the periphery of Ashford or within the town area. Given the scale of development that needs to be planned for in the borough – especially in and around Ashford town - it is crucial that high quality design and place-making sits at the top of the Council’s agenda. To be successful it is critical that as strong a consensus as possible is built with local

communities affected by development. For over a decade the Council has worked in this way and has received national awards reflecting the best practice it has set.

### **The Design Process**

- 2.168 Design issues start to emerge even before the draft Local Plan stage when potential site allocations are discussed with local people and site promoters before becoming site policies in the Plan. To build community involvement from the outset and work with local people to drive design quality the Council may use a variety of tools – such as public exhibitions/ surgeries and collaborative design workshops. The actual combination of tools used will depend on the scale and nature of the site in question. The package of supporting guidance includes national design guidance such as ‘The Manual for Streets’; the Urban Design Compendium and Sport England’s ‘Active Design’; local design guidance, including adopted neighbourhood plans, the Kent Design Guide, development briefs and Supplementary Planning Documents and, in the rural areas, Village Design Statements.
- 2.169 The ‘Building for Life’ toolkit is a useful tool for the Council and local people to use to explore design options and then to help assess housing proposals. As the most strategic Local Plan site allocations come forward, the Council will set up design workshops, funded by the developer, to bring representatives of the local community to work together with developers, their designers and service providers. This is established best-practice in line with NPPF advice (para 66). These workshops help to build a masterplan based on key principles of place-making and are a well-established part of the planning process in the Borough that helps to provide a clear basis for planning applications. By building a consensus with the community and other stakeholders they create greater certainty for investors with the cost savings that implies.
- 2.170 There is a long established and independent Ashford Design Panel that the Council uses to test emerging proposals and to allow those promoting development to explain their design approach. The expert second opinion the Panel provides is invaluable and the conclusions it reaches are used to help inform officers’ assessments of proposals and the Planning Committee in making decisions. Larger developments, or those of smaller scale but on a prominent site, are referred to the Panel at the applicants’ expense. This happens relatively early in the design process to help shape good quality proposals and avoid wasting time and money on poorly designed schemes. This reflects the advice in the NPPF (para 62) that local authorities should have such arrangements in place.
- 2.171 Design and access statements are required with most types of planning application. They should demonstrate how the Council’s key design principles, set out below, and those in Neighbourhood Plans have been taken into account and reflected in project design. The findings of any public involvement in exhibitions or design workshops should be summarised with an explanation showing where they have influenced the design.
- 2.172 If good design is undermined during the construction process then any amount of good design on paper can be undone. Large construction projects are complex with many players – sub-contractors, service providers, etc – and it is not surprising that genuine mistakes can happen. Sometimes the problems are compounded by poor workmanship; the use of the wrong materials; or not following the agreed plans.
- 2.173 Creating great places demands an attention to detail and care in construction. The Council has had too many examples of poor delivery on site which lets down residents and undermines the quality of place aspired to in Ashford. As a result a ‘Quality Monitoring Initiative’ has been set up which involves specialist officers working with site managers to regularly check that

schemes are being delivered correctly. Spotting any issues early will reduce the risk of repetitive mistakes being made and the costs of putting things right. Developers are encouraged to work with the Council in this way to the mutual benefit of all parties.

### Key Design Qualities

- 2.174 **Character, Distinctiveness and Sense of Place:** The Borough is made up of many different places, each with their own distinctive characteristics of development form, landscape and surrounding space, both historic and new. All development proposals need to reflect their local context, particularly where this has a special character or features of interest, whether built or natural.
- 2.175 Where the built environment is of decent quality, new proposals should be sensitive in terms of scale, height, layout and massing to the surrounding buildings. Where the surrounding development is fragmented or of poor quality, development proposals will be expected to help repair the urban fabric and generate distinctiveness, with good quality architecture and careful treatment of the space around the building. Public art has a key role to play in helping to add to local character and people's enjoyment of places.
- 2.176 In areas of significant new development very careful attention needs to be given to creating new places with their own sense of character and place. Larger developments may need to be broken down into separate areas with their own character but within an overall masterplan linking the parts together. Part of this involves working with existing character, for example, retaining historic reference points to help create a sense of local identity and distinctiveness. Masterplans and development briefs which are prepared to support site policies have a key role to play in helping shape a sense of place and supporting planning applications, infrastructure planning and delivery.
- 2.177 More generally, where historic features exist - including listed buildings, conservation areas, ancient roads, green lanes and byways and sites of archaeological interest – these must be respected by new development and, where appropriate, carefully integrated with new development.
- 2.178 **Ease of Movement:** Places should be designed so that they are easy to use on foot but also successfully cater for cars and other vehicles. Major developments – whether in town centres or peripheral new housing areas – need a network of inter-connected routes that tie them into the surrounding area. This offers pedestrians and cyclists more choices of route and these people help to animate places. Likewise new housing areas based on linked routes perform better than extensive cul-de-sac systems.
- 2.179 Equally new developments need to be designed with the needs of vehicle users in mind and parking. Sufficient spaces are needed to avoid inappropriate parking and these need to be well designed so that they are used by residents. Often visitor parking is best accommodated on-street with the street designed to provide clear parking spaces but also having sufficient width to allow this without causing congestion.
- 2.180 **Legibility:** Places should have a clarity of form and layout that create identity and help people understand them. This can be achieved through street layout and variation in density in particular – the centre of places often being marked by an increase in the density and height. Other important tools include the placing of more interesting, 'landmark' buildings at the end of vistas and views, on corners and intersections or incorporating natural features like mature



trees and ponds. Legibility (and sense of place) is undermined by unthinking repetition, blandness in design and a lack of reference to context.

- 2.181 **Mixed Use and Diversity:** All successful centres – whether in town, village or new housing area - rely on a mix of uses, activities and variety and choice of property types. In Ashford town, active uses on ground floor frontages of the main streets is needed and helps to bring life to the centre. In a similar way within new housing areas a grouping of local shops, live-work units and community facilities can help create a successful centre. Building-in flexibility is important – space reserved for future facilities and buildings designed to be capable of residential or shop/ office use on the ground floor are good examples.
- 2.182 **Public safety and crime:** Section 17 of the Crime and Disorder Act 1998 places a duty on councils to do all they reasonably can to reduce crime and disorder locally and improve people's quality of life as a result. This can be achieved through appropriately designed development that should be based on a clear distinction between public and private spaces. New buildings and/or landscape should create continuity of form and enclosure to the street, and allow overlooking and natural surveillance of the street or open space. This clarity in design thinking will help create a safe environment by reducing the potential for anti-social behaviour and crime
- 2.183 **Quality of Public Spaces and their future management:** The quality of public spaces does much to define the overall quality of the place. It depends on a number of elements which need to be carefully taken into account at the design stage - accessibility, degree of enclosure, size, the quality of materials and street furniture, lighting, planting, orientation, public art, how well it is overlooked and the uses in and surrounding the space.
- 2.184 The pattern of public spaces and how well they are linked together is crucial in an urban setting but also in new developments. The functions of the space need to be understood and reflected in masterplanning and detailed design.
- 2.185 The quality of the public realm depends on how well it is maintained. Too often private management arrangements put in place by developers have not been robust and residents have suffered as a result. Properly funded, long-term management and maintenance arrangements are needed to make sure that the quality of place is protected in future. The basis for such arrangements will need to be clear when planning applications are made – the Council firmly believes that these schemes work best where there is a strong degree of resident involvement.
- 2.186 **Flexibility and Liveability:** Refurbishment, conversion and extension are usually more sustainable and energy efficient than demolition and new build. With an ageing population the adaptability of homes is more important than ever. New homes should be designed with sufficient space to provide a good quality of life for residents – both issues are now dealt with in the Building Regulations. The Council's local guidance complements this national framework – for example, dealing with external space in gardens and balconies, and external storage (for bins etc).
- 2.187 Major new developments also need to have some adaptability built in, for example in new local centres, land may need to be reserved to help provide for future needs as they emerge; and the ground floor design and ceiling height of buildings at key locations can be designed to accommodate a range of future uses.
- 2.188 Communications infrastructure needs to be able to cope with today's demands and likely future demands in mind. The normal expectation will be that new development includes ducting and

fibre optic cabling to the home unless there are technical issues that prevent this or abnormal costs.

- 2.189 Developments should be adaptable and designed to reduce vulnerability to the effects of climate change. This may involve a range of features – for example, on site sustainable drainage to help deal with intense rainfall events, and tree planting on the northern sides of streets and in public spaces to provide shade in summer and reduce ‘heat island’ effects. Practice will inevitably change and further guidance will be produced when needed.
- 2.190 **Richness in detail:** Attention to detail is an essential part of design quality. Visual richness requires quality in design, materials and workmanship. In larger buildings, the design of the facades will need to be broken down to ensure that they have a human scale, avoid the repetitive use of the same visual elements and are visually interesting. Details such as window design, recessed and projecting features, surface treatment and transition between materials need as much attention as any other aspect of design.
- 2.191 There is clearly a role for high quality traditional designs in an area with a strong historic character, but quality modern buildings will introduce variety and interest into the townscape. This presents a good opportunity to add examples of the architecture and styles of our own period into the landscape.
- 2.192 **Efficient use of natural resources:** Buildings and landscapes should be designed to make efficient use of natural resources during construction, operation and maintenance. This will contribute to climate change mitigation and adaptation, and reduce the ecological footprint of Ashford’s growth. The Council will actively encourage the design of new buildings that minimise the need for energy and water consumption, use renewable energy sources, provide for sustainable drainage, support water re-use and incorporate facilities to enable recycling of waste and resources. Sunlight and energy efficiency should be considered as an integral part of the layout through passive solar design and natural ventilation systems. Developments should also consider whole-life performance and costs. Ashford Borough is a largely rural area and includes an area which is one of the least polluted by artificial light in south-east England. Protecting the rural parts of the borough – and particularly the Dark Sky area – will help to protect the character of the countryside and reduce wasted energy use (see Policy ENV4).

### **Policy SP6 - Promoting High Quality Design**

**Development proposals must be of high quality design and demonstrate a careful consideration of and a positive response to each of the following design criteria:**

- a) Character, distinctiveness and sense of place**
- b) Ease of movement**
- c) Legibility**
- d) Mixed use and diversity**
- e) Public safety and crime**
- f) Quality of public spaces and their future management**
- g) Flexibility and liveability**
- h) Richness in detail**
- i) Efficient use of natural resources**

**Development proposals should show how they have responded positively to the design policy and guidance, including national and local design guidance, relevant Neighbourhood Plans, Village Design Statements and site specific development briefs.**

**Developers are strongly encouraged to participate in the Council's 'Quality Monitoring Initiative' which works to make sure that the approach agreed to design quality when planning permission is given is delivered on site.**

## **Separation of Settlements**

- 2.193 The separate and distinctive identity of individual settlements forms part of the particular character of much of the Borough, helps to define communities and is an important feature in maintaining the quality and attractiveness of the Borough for residents and visitors alike.
- 2.194 As Ashford town in particular has grown in recent years, some of the open space between the edge of the town and the closest surrounding villages has been eroded. In some locations, such as at Park Farm, specific features such as the buffer zone with Kingsnorth village have been implemented. But as pressure for additional growth to the south of Ashford continues (which is reflected in the proposed allocations in this Local Plan), the need for such protective features is likely to increase with more settlements potentially affected.
- 2.195 The Council is concerned that unplanned erosion of countryside between built up areas would have a serious and significant adverse impact on the character and individual identity of villages through loss of their setting or, more seriously, through coalescence. This could occur in a variety of locations across the Borough, for example by the large scale expansion of villages to encompass nearby hamlets; through progressive 'ribbon' or linear development along roads that joins up settlements, or through the expansion of Ashford itself.
- 2.196 In judging whether a proposal would adversely affect the individuality and character of a settlement, the distance between settlements is only one factor to consider. The topography of the area can create visual separation even if gaps between settlements are relatively narrow. Existing woodland and other natural features may also contribute to visual and functional separation but artificial or managed landscaped buffers are unlikely to be a suitable substitute where a gap is narrow. The historic integrity of the settlement and its setting will also be a

significant factor in assessing proposals that would otherwise coalesce or join together settlements.

- 2.197 Coalescence can occur not just as a result of further residential or commercial development but also as a result of other minor development related to activities such as agriculture, recreation or the keeping of horses. Proposals for development in areas at risk of coalescence will be considered with particular regard to siting, design, external appearance and the cumulative effect of any changes taking place.
- 2.198 Sporting or recreational uses that utilise open spaces between settlements may help to provide a functional open gap between settlements that helps to retain their individual character and identity. In these circumstances, proposals for such uses may be acceptable provided that any associated built development is minimised in number and scale, located appropriately and designed to a high standard without undermining the principal aim of the policy

### **Policy SP7 - Separation of Settlements**

**Proposals for built development on non-allocated sites outside the built up confines of settlements shall be permitted only where its impact, individually or cumulatively, would not result in the coalescence or merging of two (or more) separate settlements, or the significant erosion of a gap between settlements resulting in the loss of individual identity or character.**

**Proposals for outdoor sports and recreational uses will be permitted subject to there being no overriding conflict with other policies and the wider objectives of the Plan. Any related built development should be kept to the minimum necessary to enable the functioning of the associated use, be sensitively located and of a high quality design.**





## Chapter 3 **Ashford Site Policies**



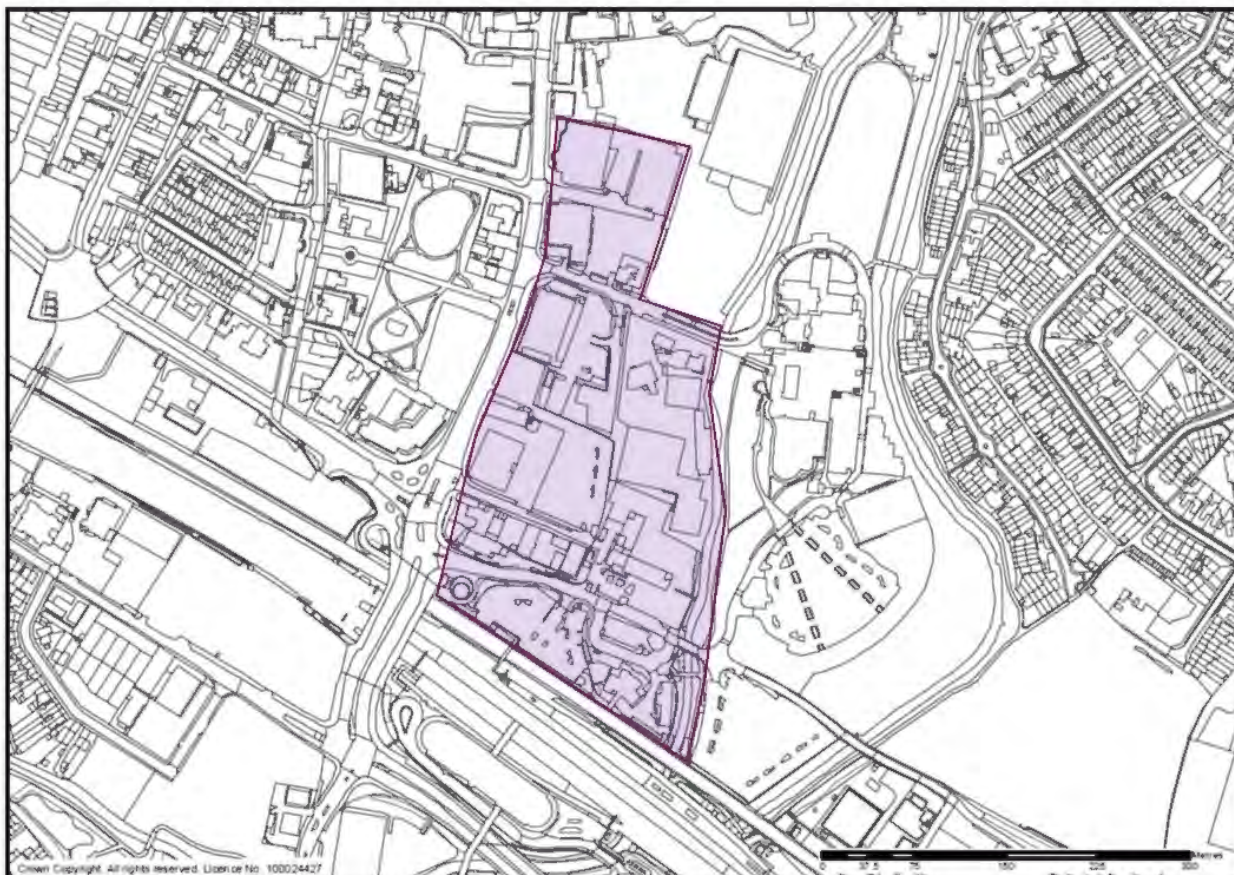


## CHAPTER 3 – ASHFORD SITE POLICIES

- 3.1 This section of the Local Plan deals with a set of detailed site specific policies.
- 3.2 These site policies set out a range of criteria that development of the site must adhere to and the policy should be read in conjunction with the reasoned justification that precedes it. There are a number of other relevant policies set out in this Plan that will apply to all sites, as well as those specific criteria set out in the site policy, which have not been repeated in the site policies. These include, but are not limited to, the following:
- Affordable housing requirements (Policy HOU1),
  - Providing a range and mix of dwelling types and sizes (Policy HOU18),
  - Sustainable Drainage Systems (Policy ENV9),
  - Parking Standards (Policies TRA3 (a) and (b) ),
  - Improvements to bus services (Policy TRA4),
  - The protection of the integrity of European Sites and enhancement of biodiversity (Policy ENV1),
  - Sewerage and drainage provision (Policy ENV8),
  - Delivery of community provision and facilities (Policy COM1),
  - Delivery of sports, recreation and play space (Policy COM2),
  - Delivery of infrastructure (Policy IMP1).
- 3.3 The Local Plan should be read as a whole, but in the event of any conflict between a site specific policy and a generic policy, the site specific policy should take precedence.

## Ashford Urban Area

## Commercial Quarter



- 3.4 This area, adjacent to the stations, will become the dynamic new main business sector of the town – a new office quarter complemented with smaller scale residential, retail and space for eating and drinking. The area plays a key part in delivering the wider vision for the town centre and, for this reason, a specific site policy is needed.
- 3.5 Throughout the area the emphasis will be on creating a network of routes and spaces and a very high quality public realm – each phase of development making its contribution to this. This network should be animated by local amenities such as small shops, cafes or bars and public art. A central public space within the Quarter will enable a local focal point to be created. This will help set a standard that will give added confidence to future investors and help bring forward further growth. An approved ‘Design Framework’ provides the basis for this development – this may well require updating to reflect market trends as these change over the relatively long period it will take to complete all phases of the Commercial Quarter.
- 3.6 Different parts of the site have different roles to play. In the Dover Place area, there is potential to reuse heritage buildings and create new flexible space to house smaller office users – for example, IT and media businesses and small workshop space office suites as well as supporting retail and venues for food and drink. This is the entrance to the area from the stations and needs to take advantage of the inherent character of some of the buildings that remain to provide an appealing and welcoming area with a lively mix of uses, with existing buildings and new ones working in an interesting juxtaposition. The benchmark for the quality of public realm expected throughout the area has already been set in the works carried out in this area.

- 3.7 The riverside frontage of the site is well suited to a residential-led mix of uses providing riverside access and direct pedestrian access over a new bridge to the South Park and Stour Centre. The listed Whist House should be restored as part of the development of this part of the site either to its former residential use or a suitable alternative use.
- 3.8 The first phase office development is likely on the area of the existing car park and at least two further phases can be accommodated on land controlled by the Borough Council. As the development progresses, Royal Mail - who currently remain on the site - has previously indicated they will seek to relocate, creating space for a further series of phased developments. The Design Framework provides an indicative phasing and car parking strategy as development takes place.
- 3.9 The northern part of the site also includes existing offices and Ashford ten-pin bowling centre, alongside a public car park owned by the Council. This land is not required to come forward to deliver the level of development envisaged in the policy below, but is a suitable location for office development and is well placed to respond if the Commercial Quarter develops as proposed. The existing car park is considered a suitable location for a future Multi Storey Car Park, utilising its accessibility to the Town Centre and existing access onto Station Road. Should this come forward, the possibility of providing an additional access onto Tannery Lane should be considered as part of the proposal to help with traffic movements in this area. Proposals coming forward on the northern part of the site will need to demonstrate how they will complement the delivery of what is envisaged on the remaining parts of the Commercial Quarter.
- 3.10 Unlike many parts of the town centre where a predominant, historic scale of 3-4 storeys exists, there is the opportunity for larger scale development blocks here. The topography of the Quarter slopes away from the town centre so that taller buildings are less prominent and, of course, International House is an existing landmark feature. It is not proposed to replicate the height of International House - development fronting Station Road should average 5-6 storeys. There may be scope for building(s) of 7-8 storeys closer to the centre of the Quarter and International House but this would depend on a clear design rationale being agreed for the site as a whole and this would need to be tested through detailed modelling. On the riverside, 2-4 storeys is likely to be the appropriate range.
- 3.11 Non-residential development in the Commercial Quarter will be required to provide proportionate contributions towards the delivery of strategic parking provision in the town, such as the delivery of a Town Centre Multi Storey Car Park and or a Park and Ride site outside the Town Centre area.

### **Policy S1 - Commercial Quarter**

**The Commercial Quarter is proposed to become an important new office based district playing a key role in creating jobs for the town centre and growing the wider economy of the Borough. The site has the potential to deliver up to 55,000 sq m of new office floorspace.**

**In addition to offices, other secondary uses such as residential apartments, small scale retail and/ or leisure uses and a hotel would also be appropriate in this Quarter, providing they complement the wider objective to deliver the substantial commercial space envisaged here. The site also has the potential to deliver residential apartments. To the northern part of the site, a multi storey car park is envisaged to come forward.**

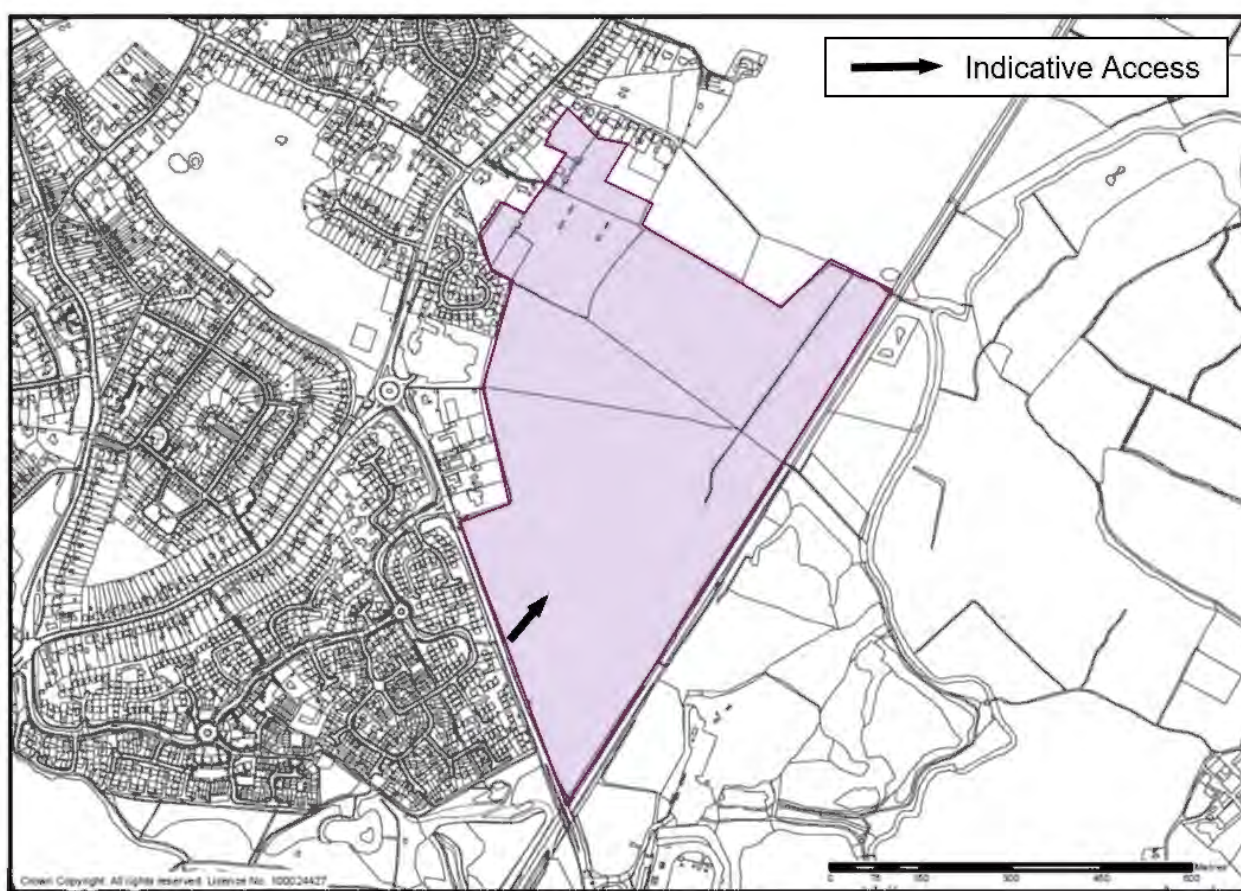
**The Quarter should be delivered in phases and this needs to be guided by a ‘Design Framework’ which may need revising as the Quarter is developed. The quality of the public realm linking the component parts of the Quarter and more widely to the stations and shopping heart of the town centre needs to be of an especially high quality and each phase will need to be designed and delivered with this in mind. Active uses will be needed to help animate key routes and important focal points at junctions.**

**Development in this Quarter should generally be an average of 5-6 storeys above ground level although slightly taller buildings may be appropriate towards the heart of the site. The riverside frontage should generally not exceed 4 storeys.**

**Non-residential development in the Commercial Quarter will be required to provide proportionate contributions towards the delivery of strategic parking provision in the town, such as the delivery of a Town Centre Multi-Storey Car Park and / or a Park and Ride site outside the Town Centre area.**



### Land North-East of Willesborough Road, Kennington



- 3.12 The site is located on the north-eastern edge of the built up area of Ashford. It is bounded to the west by Willesborough Road, and the residential development of Little Burton Farm. To the east is the Ashford to Canterbury railway line, with Conningbrook Country Park and Julie Rose Stadium over the railway line. Residential development is proposed (part of which has planning permission) on the Conningbrook site, and will run from Willesborough Road, along half of the site's eastern boundary, on the other side of the railway line. Linear residential development along Canterbury Road forms the north-western boundary of the site. To the north and east lies further agricultural land.
- 3.13 The site is best and most versatile agricultural land (approximately 60% being Grade 1) predominantly in arable use, with a small area of the northern corner of the site, being a separate smallholding not in active use. This part of the site contains redundant agricultural buildings. The site is slightly undulating and slopes downwards from south-west to north-east, towards the railway line and the open countryside to the north.
- 3.14 The site is located on the edge of the existing urban area, and half of its boundaries are currently adjacent to residential development. Once the Conningbrook site has been developed, the site would form a wedge of open land between residential developments on three of its sides. The site is located close to existing services, and in particular there is an opportunity for the Conningbrook Country Park and Julie Rose Stadium to become a hub for local facilities, adjacent to the site.
- 3.15 The site is proposed as one of the strategic housing allocations in this Plan, and is considered



appropriate for residential development in line with the strategy for the distribution of housing as outlined in Policy SP2. The boundary of the site has been informed by the characteristics of the existing built form, in particular the extent of residential development along Canterbury Road, and to minimise the extent to which the development extends into open countryside.

- 3.16 The site, which is approximately 40 ha in size, is allocated for primarily residential development with an indicative capacity of 700 dwellings, although a final site capacity should be determined following a detailed and inclusive site masterplanning exercise that should inform any planning applications for development on the site. The site should also include a serviced area of land sufficient for the provision of a Two Form Entry Primary School (currently 2.05 hectares). The masterplan should be approved by the Council either in advance of, or as part of an outline application for the main body of the site. Any proposals for a limited scale of development within the site allocation may be permitted in advance of a detailed masterplan for the whole site allocation where it can be satisfactorily demonstrated that the proposals would not be prejudicial to the proper place-making of the area (including the delivery of infrastructure and services).
- 3.17 Development of the site will need to pay particular regard to the topography of the site, and its relationship with the surrounding built development. The design and layout of the site must take into account the residential amenity of the occupiers of existing residential properties along Canterbury Road, Willesborough Road, Canon Woods Way and Orchard Lane.
- 3.18 The Kent Downs AONB lies approximately 1km to the north of the site. In order to minimise any impact on views from the AONB a Landscape and Visual Impact Assessment should be carried out to inform details of structural and internal landscaping and building heights within the proposed development. Such structural landscaping should take the form of linear tree belts and individual street trees to help filter views from the AONB. In this regard, the use of non-reflective and sensitively coloured materials and appropriate positioning of solar panels will also be supported.
- 3.19 The existing tree/hedge lines along the boundaries of the site shall all be maintained and improved other than along Willesborough Road where there may be some loss in order to provide the necessary vehicular accesses to the site. The provision along the railway line should provide a suitable visual and acoustic barrier.
- 3.20 The landowner of the northern corner of the site has indicated an interest in delivering self-build properties on that area of the site. In accordance with policy HOU6, the development will be required to deliver a minimum of 5% of the dwellings as self-build, and this area of the site is considered to be suitable to provide for this requirement.
- 3.21 The primary vehicular access to the site should be provided from the Willesborough Road. The exact location and form of the access shall be determined following an assessment of the traffic generation onto the Willesborough Road. A secondary/emergency vehicular access to the site should also be provided, and the most appropriate location for this will need to be considered in liaison with the Local Highways Authority.
- 3.22 There are also two potential minor access points to the site from Canterbury Road, however they are relatively narrow and located between residential properties and the Croft Hotel, and it may not be possible to obtain the necessary visibility splays. These accesses are therefore only likely to be suitable for very limited levels of traffic, however they may be considered for the secondary/emergency access. Development proposals for the site must therefore include a detailed assessment as to the suitability of any access onto Canterbury Road, in liaison with the

Local Highways Authority.

- 3.23 The transport modelling carried out in support of the Local Plan has demonstrated there will be an impact from the proposal upon the wider transport network. A full Transport Assessment will be required to be submitted in support of a planning application for development of this site. This should consider the impact of the proposal on the wider road network, and make recommendations to improve capacity at existing junctions where necessary and possible. Funding for an extension of existing bus services in the area should be part of a package of measures designed to ameliorate the impact of additional traffic.
- 3.24 The combination of this proposal and the development permitted and proposed in Policy S19 at Conningbrook means that there will be additional traffic at M20 Junction 10. Consequently, no occupations of the residential development on this site may take place prior to the opening to traffic of Junction 10a, in accordance with Policy TRA1, unless otherwise agreed with the Council and Highways England.
- 3.25 There are two public rights of way running east-west across the site. One provides an at-grade pedestrian crossing over the railway line into the Conningbrook Country Park. The other diverts north to meet a further public right of way which runs just beyond and along the northern boundary of the site, and provides a further at-grade pedestrian crossing over the railway line. Given the proposed scale of development here, combined with that at Conningbrook means that considerable additional use of the at-grade crossings could be expected. Network Rail has advised that due to the increased risk, the existing at-grade crossings will need to be closed at the time of the development. The Council's preferred solution would be to provide a new pedestrian / cycleway bridge over the railway in order to provide safer access into the Country Park from the site and wider area. Therefore, proposals for the development of the site must fully investigate the potential for it to deliver a new single bridge crossing over the railway line, with the intention of retaining the PRoWs as far as possible. In addition, the proposals for the site must also include cycleways and pedestrian routes that link Willesborough Road and Canterbury Road through the site.
- 3.26 Part of the site, along the eastern boundary with the railway line, is located within Flood Zone 2. In line with the National Planning Policy Framework, it is unlikely that residential development on this part of the site would be considered acceptable but a full flood risk assessment will need to be carried out in consultation with the Environment Agency. In the event that this area cannot be used for residential development, it should be utilised for publically accessible open space.
- 3.27 Development of this site presents an opportunity to incorporate a sustainable drainage system that will contribute to managing surface water for the benefit of flood risk, water quality, biodiversity and amenity. A drainage strategy will be required to show how the impact of the development will be reduced through site design and SUDS techniques.
- 3.28 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.
- 3.29 There is existing sewerage infrastructure on the site that needs to be taken into account when designing the proposed development. An easement width of between 6 and 13 metres would be required depending upon the pipe size and depth. This easement should be clear of all proposed buildings and substantial tree planting.

- 3.30 Southern Water has advised that there are pumping stations on the boundary of the site that need to be taken into account so that the proposed design safeguards the amenity of future occupiers of the proposed development. The developer should liaise with Southern Water to ensure this can be taken into account when designing the layout of the proposed development.
- 3.31 The northern corner of the site contains features that have the potential to support protected species and biodiversity. Further detailed investigation will be required to determine whether the site does support protected species and biodiversity, and proposals should include any mitigation necessary in order to minimise any impact upon nature conservation.
- 3.32 Part of the site is located adjacent to the railway line. It is likely due to the location of the flood plain, that only a limited number of properties will be located directly adjacent to the railway line. However, the development proposals will need to demonstrate how they have been laid out and designed in order to minimise the impact from noise and vibration on the amenity of future residents of the development. A noise and vibration assessment will be required to be submitted in support of the planning application for the development.
- 3.33 The former Orchard Lane landfill site is located on the northern boundary of the site, and there is evidence of soil contamination on parts of the site. Detailed proposals for development here will need to investigate this and ensure that any land contamination is appropriately dealt with prior to development taking place.
- 3.34 Kent County Council (KCC) is currently searching for a site for a 2FE primary school within the Willesborough and/or Kennington area in order to meet the need for primary school places. This site provides a suitable location for the provision of a primary school to meet this need. This development will be required to provide the land for the school, and make a proportionate S106 financial contribution towards primary school places to meet the needs generated from this development.
- 3.35 Due to the current pressures with regard to primary school places it is envisaged that the primary school will be delivered in the initial stages of the development and this could be achieved prior to the completion of M20 Junction 10a. Liaison will be required with KCC to ensure the school can be delivered in a timely manner and to agree the details for doing this.

**Policy S2 - Land North-East of Willesborough Road, Kennington**

Land to the north-east of Willesborough Road, Kennington, is proposed for residential development with an indicative capacity of 700 dwellings. A serviced area of land shall be provided within the site for the development of a two form entry primary school. Development proposals for the site shall be designed and implemented in accordance with an agreed masterplan for the general layout and delivery of development and related infrastructure on the site. The masterplan shall be developed taking into account the following:

- a)** The topography of the site and residential amenity of neighbouring occupiers of the site;
- b)** A full flood risk assessment that has been prepared in consultation with the Environment Agency;
- c)** Primary access to the site shall be provided from Willesborough Road, with the location of a secondary/emergency access to be determined following further investigation into the feasibility of access onto the Canterbury Road, in liaison with the Local Highways Authority;
- d)** New pedestrian and cycle routes are to be provided throughout the development with connections to existing routes. The PRowS running through the site should be maintained and incorporated within the development, where possible. Proposals must investigate, and deliver, if feasible, a pedestrian and cycle bridge crossing over the railway line to replace the existing at-grade pedestrian crossings, and maintain the PRow and provide access into the country park;
- e)** Structural planting, including linear tree belts running through the length of the development, together with the use of individual street trees, shall be incorporated in the development with this structural planting to be provided as part of the first phase of development. The existing trees and hedgerows along the boundaries to Willesborough Road, the railway line, and the northern countryside shall be retained and enhanced, except to provide suitable access;
- f)** Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on site and proposals for implementation, maintenance and monitoring in accordance with Policy ENV1;
- g)** The location of the primary school site shall be determined following liaison with Kent County Council, and the site should be made available in the initial stage of developing the wider site;
- h)** Provision of an extension to the Green Corridor, allotments and areas of informal open space to meet the needs of the development;

*Continued....*

- i) The need to minimise the impact of noise and vibration from the railway line on the amenity of future occupiers of the development, informed by a noise and vibration assessment; and,**
- j) Be designed to limit its impact upon views from the Kent Downs AONB, informed by a landscape and visual impact assessment, to determine appropriate structural and internal landscaping, building heights and materials.**

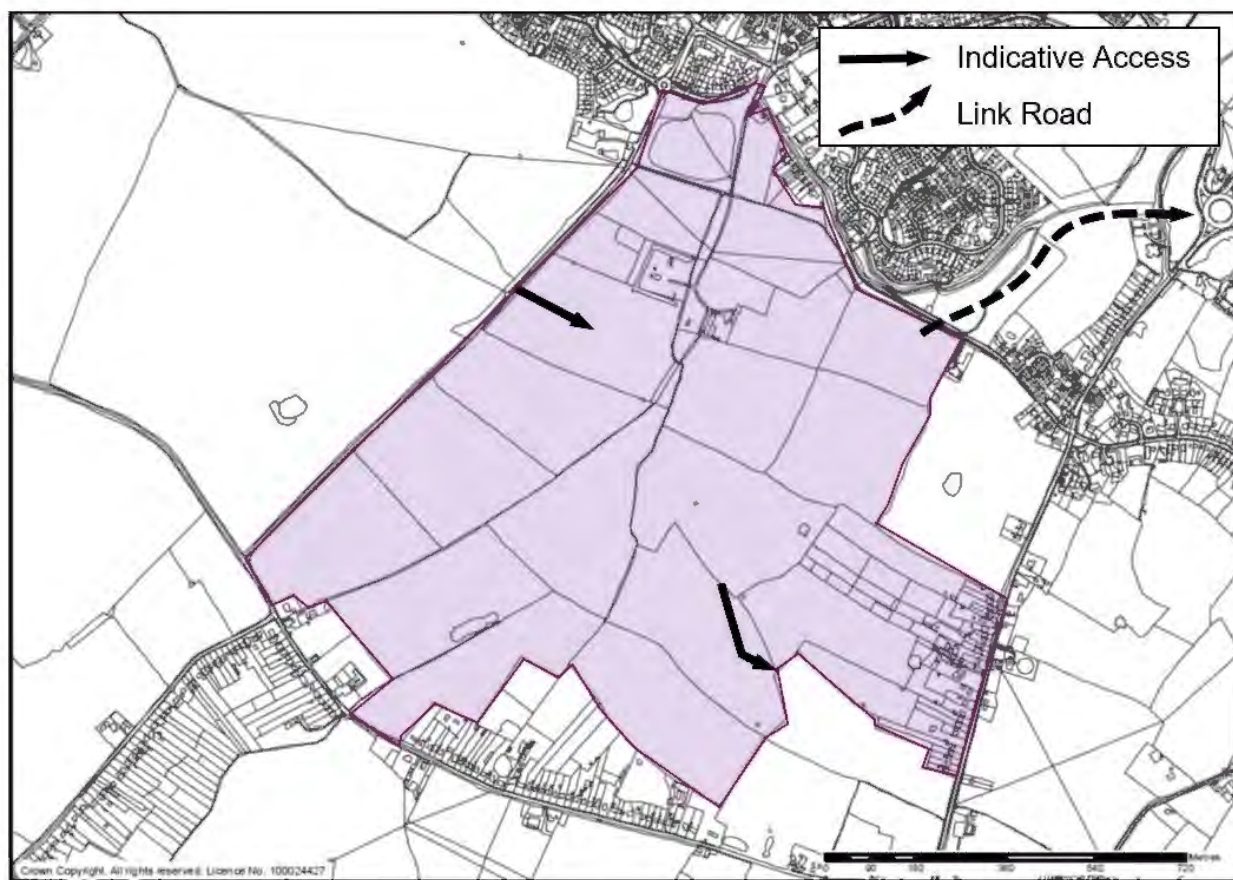
**In addition, the development shall:**

- i. Make improvements to the local road network, where necessary and achievable, informed by a Transport Assessment carried out in liaison with KCC Highways and Transportation.**
- ii. Provide a proportionate financial contribution to the delivery of Highway England's scheme for a new M20 Junction 10a.**
- iii. Provide a financial contribution to the extension of the existing bus services in the area to serve the development.**
- iv. Provide a proportionate contribution towards primary education to contribute towards the delivery of the primary school on site.**
- v. Ensure that any land contamination issues are satisfactorily resolved or mitigated.**
- vi. Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

**No occupation of the residential element of the development shall take place until the proposed M20 Junction 10a is open to traffic, in accordance with Policy TRA1, unless otherwise agreed with the Council and Highways England.**



## Court Lodge



- 3.36 The site lies to the south of Pound Lane, east of Long Length and north of Magpie Hall Road. It is largely flat, arable and grazing land which lies partly within the floodplain of the Whitewater Dyke which passes through the site. It lies immediately to the south of the existing built-up extent of Ashford (Knights Park).
- 3.37 The site is proposed for residential development with an indicative capacity of 950 dwellings, although a final site capacity should be determined following a detailed and inclusive site masterplanning exercise that should inform any planning application for development on the site. A detailed Flood Risk Assessment will be required to support any planning application to ensure the latest flood modelling advice and information can be taken into account in the detailed layout for the site. As part of this remodelling, opportunities to improve channel flow in the Dyke should be taken to provide potential flood benefits on-site and downstream. The design of Sustainable Drainage Systems (SuDS) on the site will also need to ensure that drainage measures contribute to ensuring that existing properties near to the site are not adversely affected by the development.
- 3.38 The masterplan will also need to demonstrate how any remodelling of the floodplain and the delivery of SuDS form part of a wider landscape strategy for the site that seeks to utilise the higher ground to the eastern boundary as part of a broader buffer area to the properties that front Ashford Road as well as landscaping within the built up areas to create attractive public realm and natural shading.
- 3.39 The built footprint of the development should be established through further discussions with the Environment Agency with the objective of consolidating development on the northern half of the



site if possible. This will enable closer links to the existing residential development to the north, and provide publically accessible space through an extension to the Discovery Park being formed west of Long Length. If this proves not to be possible, an alternative layout may be considered that keeps the existing floodplain area free from built development but with a more dispersed development footprint. In either circumstance, suitable areas for public open space and ecological mitigation will need to be provided.

- 3.40 To provide a focal point for the community, the development shall also include a 'local centre' for the provision of day to day retail services of up to 450 sq.m. This will also need to include land for the provision of a new 2FE primary school to serve the local area, which the developer will be expected to fund in part, and up to 350 sq.m. of serviced local employment (B1) space. A Community building should also be provided at the local centre which is designed so that its space may be used on a flexible basis by different community groups. The precise scale and specification of this building should be determined in association with the Borough and Parish Councils and other local stakeholder groups. The provision of the services and facilities at the local centre will need to be phased in accordance with the masterplan for the development of the site taking account of the availability and capacity of nearby facilities.
- 3.41 The Local Centre will also need to be sited at the confluence of the main vehicular links through the development. This will, initially, include a route from the north via Pound Lane or Merino Way and a route from the west via Long Length. This latter route could also form part of a new 'strategic' route through the development to Pound Lane where it would meet a proposed new single-carriageway link road to the east of Knights Park linking with the A2070 junction at Park Farm (Forestall Meadow). Detailed transport modelling, as required by policy TRA8, on the impact of the development on the highway network will determine whether this strategic route is required to satisfactorily accommodate traffic from the development. Should the outcome of an agreed traffic modelling exercise indicate that the link road is required, it is expected that the development would help to fund the delivery of this new link road, on a proportionate basis. In any event, the layout shall also provide for the delivery of a route to the south-east as far as the site boundary to deliver a connection to the proposed development allocation at north of Steeds Lane and Magpie Hall Road (see policy S4).
- 3.42 The route of the Roman Road that passes through the site should be utilised to create a strategic pedestrian route through the development area that also accesses the Local Centre directly. Further pedestrian links east to the site boundary should be provided to enable connectivity to Kingsnorth (see policy S4), and the green buffer planned to the south of Kingsnorth as part of a wider pedestrian route corridor from Discovery Park to the west.
- 3.43 Within the built footprint of the development, proposals should be brought forward for a variety of areas with different characters based on a varied set of design parameters and residential densities. Each character area should be defined by a legible street hierarchy that encourages connectivity and activity and takes account of its surroundings and context as well as its purpose in the wider development area. For example, it is expected that the area around the Local Centre would be characterised by relatively higher density development with a more 'urban' feel and include a mixture of apartments and houses.
- 3.44 By contrast, the southern periphery of the built footprint overlooking the open space and parkland should have a lower residential density characterised by more detached properties in larger plots. A detailed design 'model' for each character area should be set out in the masterplan for the development and used to inform final dwelling capacities and layouts for specific phases. This should include mean and maximum net residential densities for each area.

- 3.45 This exercise will also need to show how the affordable housing elements of the scheme should be integrated. In accordance with policy HOU1, 30% of the final site capacity will need to be provided as affordable housing. These units should be distributed across different phases of the development.
- 3.46 The development shall also be expected to contribute towards the provision of sports and recreational facilities off-site based on Sport England's Facilities Planning Model. An equipped play space should be provided close to the local centre and opportunities for more informal play should be provided within the publically accessible open space in the southern half of the site. The development also provides an opportunity for new community allotments to be provided. These should be located in an accessible location with suitable parking facilities.
- 3.47 Given the scale of publically accessible space and ecological reserve areas to be created on the southern half of the site, it is important that there are suitable long term management arrangements in place. Development proposals for this site should include a management plan for these areas that will need to be funded for a period to be agreed with the Council.
- 3.48 The masterplan for the site will establish a minimum of 4 phases for the development. The initial phases shall include the delivery of the enabling works to the floodplain and the establishment of the ecological reserve areas to allow translocation of protected species. Masterplanning of this site shall need to take account of any emerging proposals for Sites S4 and S5 in this Plan, in particular the approach to the provision of infrastructure and services in the area.

### **Policy S3 - Court Lodge**

**Land at Court Lodge Farm is proposed for residential development with an indicative capacity of 950 dwellings and a Local Centre, incorporating a new 2FE primary school, a set of local retail and employment space and a new community building. The development shall also provide a major new area of publically accessible open space that will form an extension to the planned strategic Discovery Park land that lies to the west of the site.**

**Development proposals for this site shall be designed and implemented in accordance with an agreed masterplan for the general layout and delivery of development and related infrastructure on the site. The masterplan shall include details of the following elements:-**

- a) Flood mitigation - being informed by a full flood risk assessment prepared in consultation with the Environment Agency, including levels and features to be introduced to manage flow along the Whitewater Dyke corridor;**
- b) Drainage - The layout and treatment of surface water drainage through the use of SuDS should be provided as an integral part of the landscape design and open space strategy along with acceptable maintenance arrangements and, west of Ashford Road, be compatible with drainage proposals serving adjacent development. The development should provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider and provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes;**

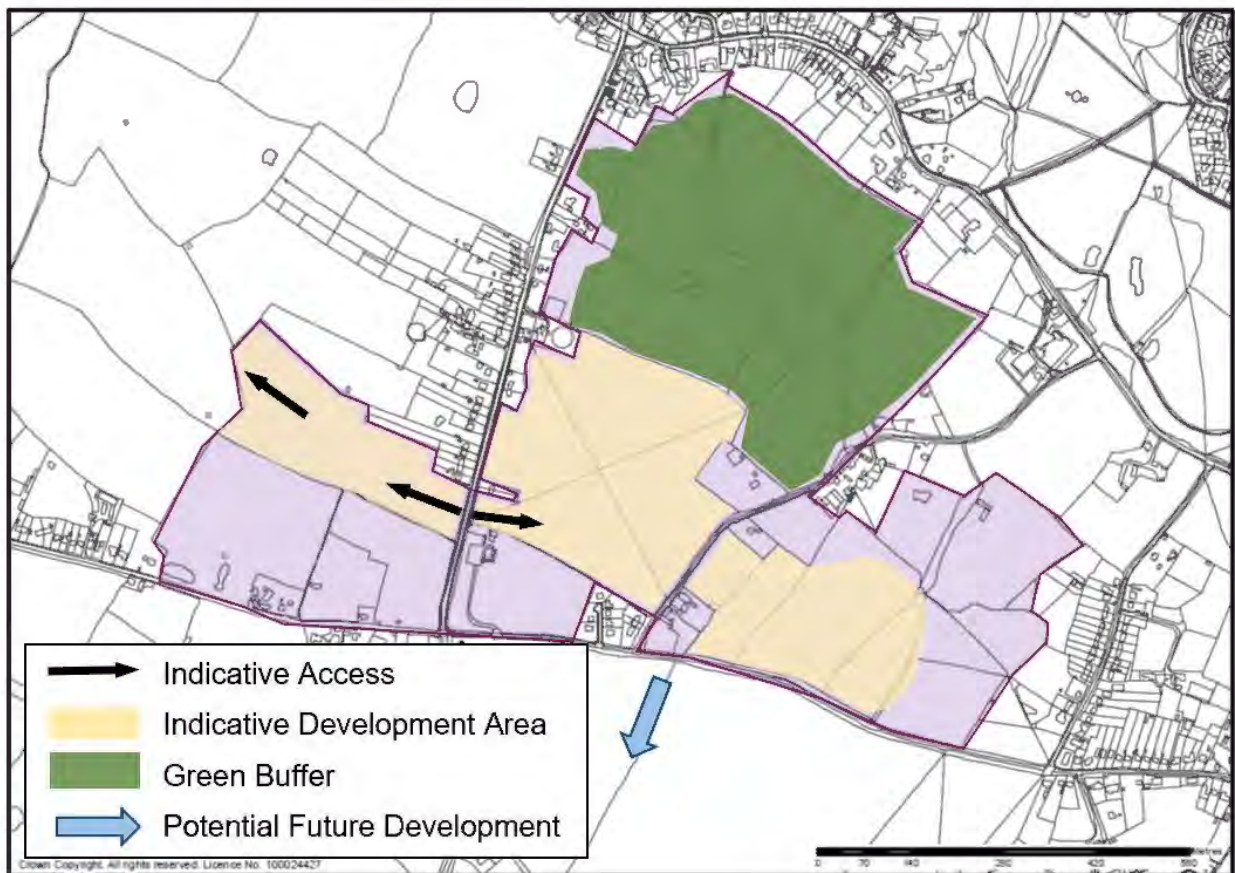
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- c) Ecology –** Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation measures to be provided on the site and proposals for their implementation, maintenance and monitoring in accordance with Policy ENV1;
- d) Landscaping and public open space –** details showing where strategic areas of landscaping and open space provision on the site, including any allotments, will be established;
- e) The ‘Local Centre’ –** a detailed block layout showing how residential and non-residential uses will relate to each other, including details of the arrangement of the public realm, equipped play space and any public parking facilities;
- f) Design and Layout principles –** a series of principles that set out the prevailing scale and form of the urban environment to be created in different parts or phases of the development. This will include the mean net residential densities and maximum storey heights in any phase as well as road hierarchies, streetscape treatments and building height to street width ratios;
- g) Vehicular, pedestrian and cycleway access both at the edge and within the site –** in conjunction with the road hierarchies to be set out above, details of linkages and connections to be provided throughout the built and open parts of the site, including the utilisation of the route of the former Roman Road; and,
- h) Phasing –** details of the proposed phasing of built development and infrastructure, including any necessary mitigation works either on or offsite.

In addition, the development shall also:-

- i. Provide primary vehicular access from Long Length to Pound Lane via the Local Centre.** Vehicular access to the south-eastern boundary of the site and the allocation at site S4 shall also be provided as part of any proposals for the development of the site. Any other links to local roads will be determined as part of the masterplan to be agreed.
- ii. Provide a proportionate financial contribution to the delivery of the Pound Lane Link Road** (if agreed transport modelling indicates this infrastructure is required), the delivery of Highways England’s scheme for a new M20 Junction 10a and any other off-site highway improvement measures identified through agreed transport modelling in accordance with policy TRA8.

### Land North of Steeds Lane and Magpie Hall Road



- 3.49 This site lies to the north of the Steeds Lane/ Magpie Hall Road axis and either side of the Ashford Road. The site is in predominantly agricultural use with scattered homes and clusters of houses with a more linear pattern of development along Ashford Road adjoining the site. The predominant character is one of gently undulating farmland rising towards the north of the site to a small ridge from which there are good views of the surrounding countryside. To the north of the site there are more trees reflecting a stronger field pattern and sense of enclosure. This area is an important part of the wider setting of Kingsnorth village Conservation Area. To the south, the more formal landscape of the cricket field and the cluster of homes at the southern end of Bond Lane contrast with the mainly agricultural land around on both sides of the Ashford Road.
- 3.50 The main highway framework is the crossing of the north/ south Ashford Road and the east / west Steeds Lane/ Magpie Hall Road whilst towards the eastern side of the site, Bond Lane is a pleasant meandering rural lane.
- 3.51 This site is proposed for residential development with an indicative capacity of 400 dwellings, although a final site capacity should be determined following a detailed and comprehensive site masterplanning exercise that should inform any planning permission for development on the site. Masterplanning of this site shall need to take account of any emerging proposals for Sites S3 and S5 in this Plan, in particular the approach to the provision of infrastructure and services in the area. There is potential for residential development in three distinct parts of the site. The land north of the cricket ground forms the principal area of new development but smaller, secondary areas west of Ashford Road and east of Bond Lane can also contribute to the creation of a new settlement which has different and varied characters as part of it and which are part of a wider vision for



how the area in general can be brought forward in a sustainable, high quality way.

- 3.52 The importance of avoiding coalescence in this area is emphasised elsewhere in this Plan, and so the northern extent of built development here needs to be carefully controlled. Development should sit below the ridge line that lies south of Kingsnorth village, with the ridge and the space between it and the village itself forming a strategic open buffer to protect the setting of Kingsnorth and create a sense of separation from the new development. The protection and, where possible, enhancement of existing landscaping in this area is a key policy objective here and should be reflected in landscaping proposals for the development of the site.
- 3.53 In the area north of the cricket ground, the opportunity exists for a mix of residential densities but within an overall mean net density of around 20 dph. This should reflect a rural, village style character that would be appropriate in this location whilst allowing for some pockets of slightly higher density commensurate with many village layouts.
- 3.54 To the east of Bond Lane the setting is more rural and a significant and well defined gap of open countryside is needed between the area proposed for development and the community at Stumble Lane to avoid the areas coalescing. The Ancient Woodland at Isaac Wood forms a natural and visual boundary to the site and it will important that there is a significant landscaped and open buffer between the woodland and the built footprint here. Consequently, low density homes in large plots are appropriate in the range 10 – 12 net dph.
- 3.55 To the north of the properties in Magpie Hall Road, the land is ecologically sensitive and forms part of the drainage areas from the higher land to the north, so development potential here is more limited. This land also directly links to the areas proposed for ecological and drainage mitigation associated with the neighbouring Court Lodge Farm site and the wider extension of Discovery Park (policy S3). Therefore, development is proposed north of the watercourse that passes through this area, to be accessed from a new road which will include provisions for buses, pedestrians and cyclists that will eventually link through to the proposed Local Centre at Court Lodge. Development will help to animate this route and should wrap around the contours avoiding the higher ground to the north. Development here should also be at relatively low residential densities reflecting the characteristics of existing properties on Ashford Road and Magpie Hall Road.
- 3.56 Given the size and varying nature of different parts of the site and the need for great care in designing the relationship with neighbouring uses and countryside, the masterplan for the site needs to define the precise developable areas of the site and these will form the basis for setting actual net residential densities. Initially, masterplanning will need to establish a reasonable relationship between each area of new development and existing homes – for example, by sensitively designing and locating public open spaces and surface water drainage areas. More widely, the masterplanning will establish the detailed form of the place and the way its layout relates to the cricket ground at its heart. A comprehensive masterplan will help to build confidence for existing residents about those areas that will be developed and those that will be protected for the long term.
- 3.57 A landscape strategy will be needed as a key part of the masterplan. It will set out where public space and play areas will be provided; where landscape buffers are to be created, their scale and the planting proposals therein; the location of sustainable drainage features; areas of protected habitat; footpath links to the wider area and a viable, long term management plan for all these areas.

- 3.58 There are several listed buildings close to the boundary of the site (two on Ashford Road, two on Magpie Hall Road and two on Bond Lane). Their settings need to be preserved. There may be also be archaeological constraints on the site and therefore, a historic landscape survey and assessment will be needed.
- 3.59 The primary vehicle accesses to the site should be from Ashford Road. Traffic management measures put in place as part of this development at points north and south of the development area to mark the entrance to this enlarged community to control speeds and improve the environment of the main thoroughfare should be considered. This will enable junctions onto the Ashford Road to be of a less intrusive scale and design. The highway access created to serve development to the north of Magpie Hall Road will need to be designed to serve as the start of a road linking to the adjoining proposed Court Lodge development area. Land will need to be reserved and funding made available to complete the construction of this road to the site boundary. This will help to improve the road network in the area and spread traffic movements around the south of the town.
- 3.60 Similarly a package of traffic management measures are likely to be needed on the more minor roads – Magpie Hall Road; Steeds Lane and Bond Lane – to help manage and limit traffic flows to levels that are appropriate given their rural nature and lack of pavements/ lighting, etc. This should be informed by a Transport Assessment in accordance with policy TRA8. Within the development itself, a network of routes should be established to inform a less urban character commensurate with the generally lower density and village-style form of development.
- 3.61 Provision of sports and leisure facilities will be required to meet the community needs arising from the development. This could be met in part through improvements to the existing cricket club and its facilities which should be maintained in public use.
- 3.62 Public rights of way cross the site linking to Kingsnorth village to the north and the wider countryside to the south-east and west. A network of footpaths and cycleways is needed within the site and linking to the wider area, including links in an east-west direction to the Court Lodge site. Similarly, the layout of roads within the site should take account of the potential opportunities for future bus services to create connections with Court Lodge and Chilmington to the west and the Town Centre and Station to the north.
- 3.63 The scale of development allocated here in this Plan will not support local shopping on its own but the passing trade along Ashford Road provides an opportunity for a local convenience shop to serve new and existing residents. The detailed location and access arrangements for a suitable site fronting the Ashford Road will be established at the masterplanning stage. Similarly, the present scale of development would not support the provision of a new primary school as part of this allocation but proportionate contributions will be required.
- 3.64 Given the location, number of units proposed and size of the site, 30% of the dwellings shall be provided as affordable housing, in accordance with Policy HOU1.
- 3.65 In allocating this site, it is acknowledged that a more sustainable form of development that would sustain its own services and facilities may be achieved by a greater scale and extent of development in the future. The land south of Steeds Lane presents an opportunity to extend this allocation in the future so that a new Local Centre to complement that to be created at Court Lodge Farm may be formed, and a more self-sufficient scale of development achieved with a more distinctive identity and character of place created. The masterplan for the site required by this policy should also acknowledge the potential future expansion of this area, particularly in



establishing potential connectivity and the treatment of the boundary with Steeds Lane. The potential of the area south of Steeds Lane should be considered as part of the formal review of this Local Plan.

- 3.66 Careful consideration will need to be given to the impact of the proposed development on the parcel of Ancient Woodland (Isaac Wood) within the boundary of the site on its eastern side. This could include the development of an appropriate management and access strategy, but will always involve its conservation and enhancement as part of the overall design of the area.

#### **Policy S4 - Land North of Steeds Lane and Magpie Hall Road**

**Land north of Steeds Lane and Magpie Hall Road is proposed for residential development, with an indicative capacity of 400 dwellings. Development proposals for this site shall be designed and implemented in accordance with an agreed masterplan for the general layout and delivery of development and related infrastructure on the site. The masterplan shall include details of the following elements:-**

- a) Design and layout principles – a series of models or codes that set out the prevailing scale and form of the urban environment to be created in each of the three separate areas of the site (north of the cricket ground; east of Bond Lane and west of Ashford Road). This will include the mean net residential densities to be created in each area as well as road hierarchies, streetscape treatments and building height to street width ratios;**
- b) Highway access proposals – details of junction arrangements on Ashford Road, Steeds Lane and Bond Lane;**
- c) Traffic management – details of any traffic / speed management measures proposed on any adopted highway within the site;**
- d) Ecology – Appropriate species and habitat surveys will be carried out. Results will inform ecological mitigation measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with policy ENV1. Particular attention to the conservation and enhancement of Isaacs Wood (Ancient woodland) will be required;**
- e) Landscaping and open space – details showing where strategic areas of landscaping and open space will be provided, including the retention of a significant open buffer area between the northern extent of the built part of the development and Kingsnorth village as shown on the policies map, and between the eastern extent of the built part of the development and the site boundary;**
- f) Drainage – the layout and treatment of surface water drainage through the use of SuDS should be provided as an integral part of the landscape design and open space strategy along with acceptable maintenance arrangements and, west of Ashford Road, be compatible with drainage proposals serving the proposed Court Lodge development. The development should provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider and provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes;**
- g) Pedestrian / cycleway routes - provide a network of pedestrian and cycle routes throughout the development with connections to existing rural routes and public rights of way and to the new development at Court Lodge; and,**

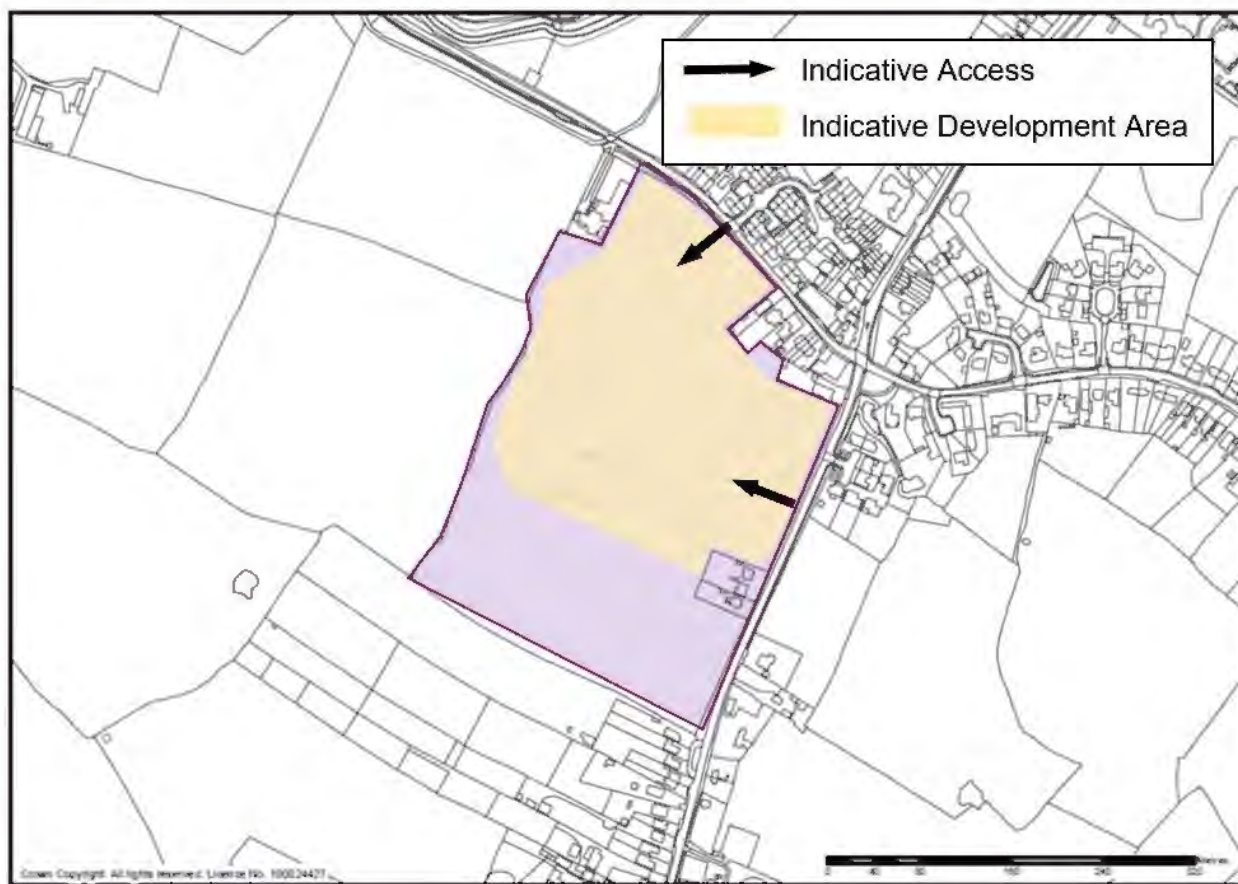
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- h) Community facilities – Public open space and suitably equipped play areas needed to serve the development, taking the opportunity to create a sense of the heart of the community being based around the cricket field at the main traffic corridor – Ashford Road. A local convenience store should be located here in a way that can take advantage of passing trade. A specific set of projects related to the scale of needs arising from the development will be identified in consultation with the local community and the cricket club. It is expected that the cricket club will be retained for community use.**

**In addition, the development shall also:-**

- i. Provide a proportionate financial contribution to the delivery of Highways England's scheme for a new Junction 10a and any other off-site highway improvements measures identified through agreed transport modelling in accordance with policy TRA8.**
- ii. Provide a link road from the Ashford Road to the boundary with the adjoining Court Lodge Farm development.**

### Land South of Pound Lane



- 3.67 This site lies to the south of Pound Lane and west of Ashford Road. It is flat, arable land that provides part of the setting of the village of Kingsnorth, which lies to the north and east. The site also adjoins the proposed Court Lodge Farm site allocation to the west (see policy S3).
- 3.68 The land rises gradually from north to south towards a shallow ridge that runs west – east either side of Ashford Road. Development of the site will need to take account of the strategic context provided by the nearby Court Lodge Farm and Steeds Lane/Magpie Hall Road proposed allocations and, in particular, the key objective of avoiding coalescence of development areas. Masterplanning of this site shall need to take account of any emerging proposals for Sites S3 and S4 in this Plan, in particular the approach to the provision of infrastructure and services in the area. To this end, the southern part of the site should remain free from development so that it may form part of a broader swathe of open space that runs south of Kingsnorth (to the east) to the extension to the Discovery Park (to the west) and provides for the physical separation of Kingsnorth village from new developments to the south. This area should be publically accessible with pedestrian and cycleway links created across it that will form part of a wider pedestrian / cycleway network linking Discovery Park in the west to the land south of Kingsnorth village in the east. A landscaping strategy for the site should reflect this requirement and the need to provide some visual separation from the adjoining proposed development at Court Lodge Farm.
- 3.69 The principal access to the site should be gained from Ashford Road with a secondary access to Pound Lane. The potential for vehicular access directly west to the proposed Court Lodge site should not be prejudiced in any proposed layout on this site, and pedestrian and cycleway links should be provided to the site boundary to achieve connectivity to the proposed Court Lodge

Local Centre in due course. The signalling of the Pound Lane / Church Hill/ Ashford Road crossroads and closing the western arm to through traffic should be investigated as part of the transport modelling required to be undertaken in accordance with policy TRA8.

- 3.70 The Whitewater Dyke flows close to the northern boundary of the site and a full Flood Risk Assessment will need to be undertaken to inform a detailed layout for development on the site. Similarly, given the topography of the site, proposals for sustainable drainage systems will need to form part of the layout on the site to ensure that runoff conditions are at least no worse than in an undeveloped state.
- 3.71 It is important that the amenities of the residents of the handful of existing properties on the southern side of Pound Lane are protected in the layout and orientation of any new development. This should mean that there is adequate separation and screening provided as part of any development on this site.
- 3.72 The proximity of the site to Kingsnorth village, the Park Farm District Centre and the proposed Court Lodge Farm Local Centre means that it would not be necessary for this site to accommodate additional new local recreational, educational or community facilities. However, proportionate financial contributions to deliver, improve, extend or refurbish existing or planned facilities as appropriate will be sought to mitigate the additional demands generated by development here. Informal and publically accessible open space should be provided as part of the undeveloped land at the southern end of the site.
- 3.73 It will be important for development here to pay regard to the nature of nearby existing and planned housing in terms of establishing an appropriate scale and density. To the north of Pound Lane, Riverside Close accommodates a series of mainly terraced properties whilst the nature of the properties on Pound Lane itself and along Ashford Road tends to be mainly detached or semi-detached. In accordance with policy HOU1, 30% of the dwellings on this site shall be provided as affordable housing and there should be a mix of dwelling types and sizes to reflect the nature of the surrounding area.

**Policy S5 - Land South of Pound Lane**

Land south of Pound Lane is proposed for residential development. The capacity of the site will be determined following a comprehensive masterplan exercise, but is proposed with an indicative capacity of 150 dwellings. Development proposals for this site shall:-

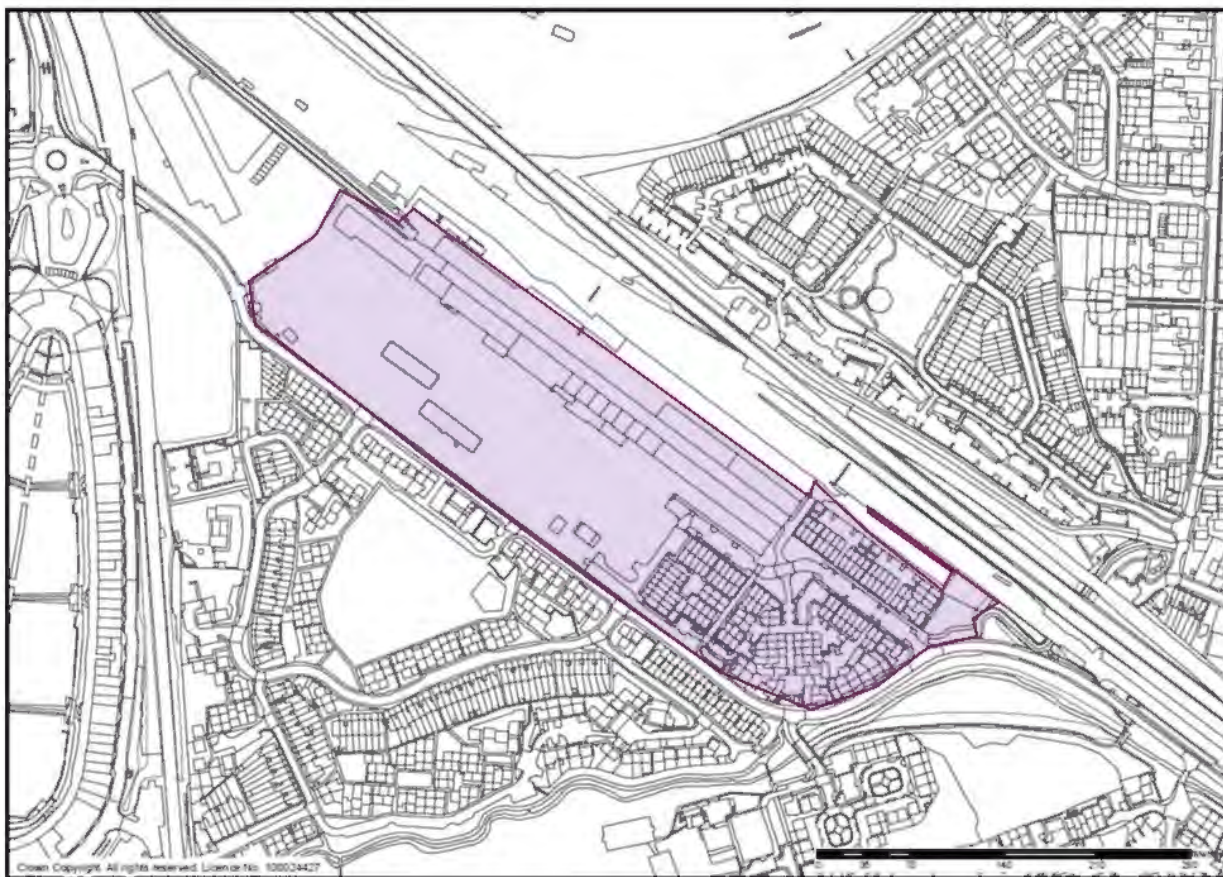
- a)** Retain the southern part of the site free from built development, with the creation of pedestrian and cycleway links across the land from Ashford Road to the western site boundary;
- b)** Provide primary vehicular access from Ashford Road and a secondary access to Pound Lane. Proposals to close Pound Lane to through traffic, providing access to this development only, and the signalisation of the Pound Lane / Ashford Road / Church Hill junction shall be considered as part of the traffic mitigation proposals for the development. Proposals shall also enable the ability to provide a direct vehicular connection to the boundary with the adjoining Court Lodge development;
- c)** In addition to the pedestrian and cycleway connection in (a) above, provide a network of pedestrian and cycleway links throughout the built part of the site, including a connection to the site boundary with the adjoining Court Lodge development;
- d)** Provide a landscaping plan for the site to create a visual separation with the adjoining Court Lodge development and to screen the houses and gardens of any adjoining residential properties;
- e)** Be subject to a full Flood Risk Assessment, to be prepared in consultation with the Environment Agency; and,
- f)** The layout and treatment of surface water drainage through the use of SuDS should be compatible with drainage proposals serving adjacent development. The development should provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider, and provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes. The layout and treatment of surface water drainage will need to ensure that there is no adverse flooding or drainage effects to any neighbouring properties.

In addition the development shall also:

- i.** Provide a proportionate financial contribution to the delivery of Highways England's scheme for a new Junction 10a and any other off-site highway improvements measures identified through agreed transport modelling in accordance with policy TRA8.
- ii.** Provide proportionate financial contributions to deliver, improve, extend or refurbish existing or planned local recreational, educational and community facilities, as appropriate, in accordance with Policies COM1 and COM2.



### Former Newtown Works



- 3.74 The former Newtown railway works site lies between Newtown Road and the main domestic and high speed railway lines. The site is one of the largest available areas of brownfield land in the Borough. The site contains six listed buildings which together form a very important heritage asset and a reminder of Ashford's historical importance as a centre of railway engineering. Part of the site has recently been developed for housing with over 100 new homes.
- 3.75 Suitable proposals for the site include residential, tourism uses, workshop and office employment space, and small scale specialist retail uses.
- 3.76 The listed railway sheds are the dominant feature in a very linear form along most of the length of the site – they provide some noise protection from the maintenance works and operational railway running along the north east boundary of the site and are a very important local heritage asset reflecting the town's railway heritage.
- 3.77 The site is closely linked to the adjoining former Klondyke Works (Policy S7) and together both sites have substantial undeveloped areas with the potential to accommodate suitable development that will both regenerate this area but also be an attractive place to visit for a much wider public. Given these opportunities, and the relationship between the site and the communities and other uses surrounding it, development should be planned comprehensively and proposals need to be based on an agreed masterplan for the whole site. This will also determine how the development is phased.
- 3.78 Vehicle access is available from either end of the Newtown Works site with the listed clock tower and gatehouse providing much interest and character at the western access opposite the Klondyke



site, whilst at the eastern end of the site, the new housing development helps to frame the entrance point. Detailed junction design will need to protect the settings of the listed gatehouse and clock tower, reduce related signage and safety barriers to the minimum and be able to handle the substantial pedestrian movements that are likely to arise in future.

- 3.79 Whilst the primary access will be from the western end of Newtown Road, additional traffic generated by the development will aggravate the situation on Crowbridge Road where there is a narrow, humped back bridge. The masterplan for the site will need to include proposals for signalisation here to tackle this.
- 3.80 A network of cycle and pedestrian routes is needed to show how the planned development on the site links to surrounding areas and helps to reverse the current, relatively isolated nature of the sites.
- 3.81 There is a strong opportunity to take advantage of the many visitors to the Designer Outlet Centre and the proximity of the domestic and international railway stations to attract people to this area to enjoy the railway heritage and help to make a mix of potential uses viable. In turn this will help to secure a long term future for the important listed buildings on the site which are a key part of Ashford's heritage.
- 3.82 The residential capacity of the site will be influenced by the eventual mix of uses and the type of homes built and so this policy only suggests an indicative capacity of about 450 homes to be provided on the site (including the 108 already constructed). Substantial employment floorspace is likely to be created within the existing listed buildings – especially the main locomotive shed. Convenience retailing to support the residential development on the site should be limited to no more than 450 sq.m. of any retail space created and any other retail units should be specialist and small scale in nature and demonstrated to not have a significant impact on the vitality and viability of the Town Centre.
- 3.83 The policy approach to the mix and combination of uses needs to be relatively flexible to help create the opportunity for a viable scheme to come forward that will fund the re-use and repair of the listed buildings and make good use of this substantial brownfield asset. There are, however, some key constraints that need to shape emerging schemes.
- 3.84 Before full development of the site can take place, off-site highway improvements are needed to provide additional capacity at the A2070 Orbital Park junction. The indicative threshold set for the quantity of development that can be occupied on the site as a whole before these improvements are committed is based on the historic “fall back” position from previous uses on the Newtown and Klondyke sites. The relatively close proximity to the stations and town centre and the bus service through the area provide the opportunity to reduce the car based trip rate arising from the development of the area.
- 3.85 While it is expected that the delivery of improvements to the strategic road network will greatly enhance the ability of sites to come forward at pace, there will still be a need to ensure that traffic movements are sustainably managed. Therefore, where traffic generation to and from the site is expected to exceed that of the previous lawful uses, a Transport Statement/Transport Assessment should be provided in accordance with Policy TRA8. Where justified through such an Assessment, additional development may be occupied beyond the levels associated with the ‘fallback’ position from the previous uses on the site in advance of the improvements to the Orbital Park junction being completed.

- 3.86 Residents in the area have long been concerned about pressures arising for on-street parking from visitors and those working in the area. A comprehensive approach is needed that links any major development proposals on these sites to the provision of appropriate parking controls (for example, through a controlled parking zone) and a package of traffic management measures.
- 3.87 A comprehensive development proposal for the area will need to bring together land use proposals with traffic planning and parking issues and deal with the re-use of the historic buildings. The layout of the development should derive from an historical analysis of the site and create fine quality public spaces as the setting for both the linear form of the main listed sheds, and more intimate spaces around the other smaller listed buildings and the western entrance to the site. This should also determine the best route for through-traffic in the area – whether along Newtown Road or through the site itself – and for public transport access.
- 3.88 The heritage of the area needs to be reflected strongly in emerging proposals and special care given to the sensitive restoration and re-use of the remaining listed buildings, including the huge main locomotive shed. There may be scope for innovative but high quality design interventions to help enable re-use – for example, within the main shed. The masterplan will need to show how phased development of the site will enable the restoration, conversion and reuse of the listed buildings and ‘trigger points’ will be set to link the delivery of new build development to this phased strategy for recovering the historic assets.
- 3.89 The scale of new buildings should be carefully related to the scale of the listed buildings – both the imposing main shed and the smaller ancillary buildings. A scale of 4-6 storeys will be appropriate over much of the site with key corners and landmark locations within the site having special prominence. Building frontages and uses along the busiest parts of the public realm should be 'active' to add interest and vitality.
- 3.90 The site was levelled for the former railway use resulting in a significant change in levels where the land rises to the Newtown Road boundary. This has the effect of reinforcing a sense of separation between the site and Newtown itself, the railway village that once supported its workers. Residential development on the Newtown Road frontage should face the street and be designed to help integrate it with the existing residential area at Newtown – including respecting the predominantly 2-3 storey scale.
- 3.91 Three dimensional modelling will be required so the impact of new building can be tested and the scheme designed to create views of the listed buildings. Given the important heritage assets in the area and the likely demand for high levels of public access, the design of the public realm is especially important - for example, development proposals should include details of the design of outdoor lighting and street furniture, signage, bus shelters, public art and landscaping. The site designs will need to incorporate good public transport facilities, cycleways and pedestrian routes that link to the train station, Designer Outlet Centre and the Town Centre and also clear plans to meet the car parking needs of residents and visitors.
- 3.92 The impact on trees and biodiversity must be assessed prior to any development. There are a number of mature trees on the southern boundary along Newtown Road. A clear strategy will need to be agreed for retention of important trees and replacement/new planting where appropriate.
- 3.93 Details of a scheme to deal with contamination of land and/or groundwater must be submitted and approved for each phase of development and a programme of building recording to ensure that the historic buildings are properly examined and recorded. Archaeological field evaluation

works must also be carried out on the site, along with any subsequent mitigation measures, before development commences. Capacity in the local sewerage system is insufficient to service the proposed development. It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.

- 3.94 Affordable housing will need to be provided in line with policy HOU1, subject to the viability of the overall package of proposals, recognising the considerable investment required in providing long term protection for the listed buildings. Starter homes will be an important element of any affordable provision. The affordable homes already created on site as part of the completed phase of development can be counted towards the future requirement arising on the site.
- 3.95 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

### **Policy S6 - Former Newtown Works**

The site of the former Newtown Railway Works is proposed for a mixed use neighbourhood based around the regeneration of the area through the restoration of the range of listed railway buildings to create an attractive new place to live and work and for visitors to enjoy.

Suitable proposals for the area include residential, tourism uses, workshop and office employment space, and specialist, small-scale retail uses of a type that would not seriously impact on the town centre.

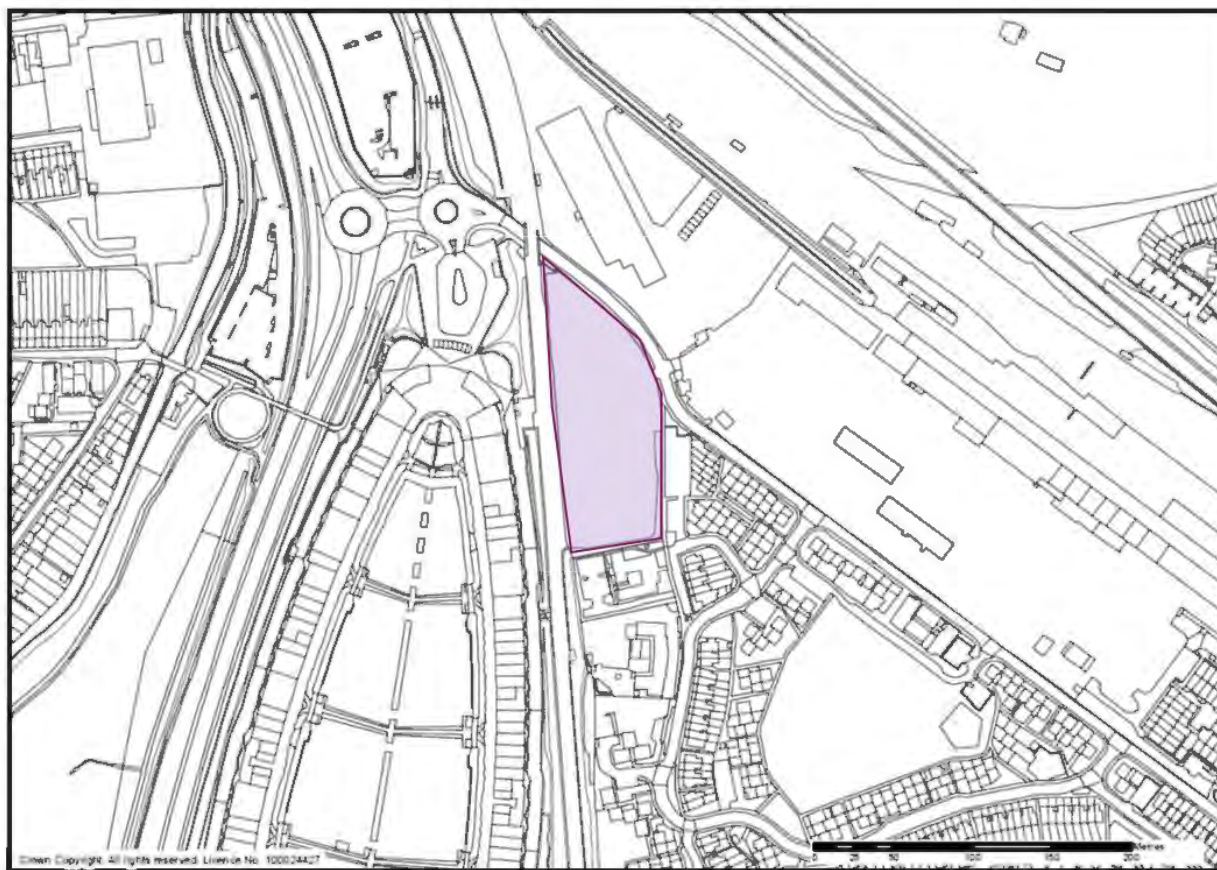
A comprehensive masterplan / development brief for the site and the adjoining Klondyke Works should be prepared to inform the precise scale and mix of development here but it should include a new mixed use neighbourhood with at least 350 additional homes and a substantial area of commercial floorspace.

Development proposals for this site shall be in accordance with the agreed masterplan / development brief and:-

- a)** Ensure the restoration and re-use of the listed buildings on the site;
- b)** Provide a sensitively designed access to the site from Newtown Road taking account of the listed buildings affected;
- c)** Be based on a parking strategy that provides adequate public and on-street parking to best meet the needs of residents and visitors;
- d)** Fund the signalisation of the Crowbridge Road bridge, and traffic management works required as a result of the development;
- e)** Accord with a detailed agreed phasing schedule that will include the timing of the redevelopment of the listed buildings on the site;
- f)** Deliver excellent and comprehensively planned public realm as part of the development, including a detailed range of materials, proposals for outdoor lighting and street furniture, signage, bus shelters, public art and landscaping;
- g)** Provide new pedestrian routes and cycleways throughout the development and convenient links to existing routes to areas around the site and local services and the town centre;
- h)** Retain important trees and be based on a site-wide landscaping plan;
- i)** Provide details that deal with contamination of land and/or groundwater, building recording and archaeology;
- j)** Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,
- k)** Provide an adequate gap between the wastewater pumping station and development to allow odour dispersal and help prevent an unacceptable impact from vibration. Provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes.

Unless justified through an agreed Transport Assessment, only development that would generate no more traffic than would have been generated by the equivalent of the previous lawful uses of the site, shall be built and occupied until additional capacity has been provided at the Orbital Park A2070 junction.

### Former Klondyke Works



- 3.96 This former railway works site is located on Newtown Road, close to the residential area of Newtown and the McArthur Glen Designer Outlet Centre lies on the other side of the Ashford to Hastings railway line to the west.
- 3.97 The site is closely linked to the adjoining former Newtown Works and together both sites have substantial undeveloped areas with the potential to accommodate suitable development that will both regenerate this area but also be an attractive place to visit for a much wider public. Given these opportunities, and the relationship between the site and the communities and other uses surrounding it, development should be planned comprehensively and proposals need to be based on an agreed masterplan for both sites. This will also determine how the development is phased.
- 3.98 Planning permission has been granted for the Ashford International Model Railway Centre and associated parking on the site, however the development is now unlikely to come forward on this site and a planning application has been received for residential development on the site. The site is considered a suitable location for residential development.
- 3.99 The location of the site makes it suitable for a relatively high density development. A building scale of 3-4 storeys is appropriate but both the scale and positioning of buildings at the southern end of the site will need to respect the domestic nature of the surrounding houses and converted school. This form of development would provide in the region of 90 dwellings on the site.



- 3.100 Whilst the primary access will be from the western end of Newtown Road, additional traffic generated by the development will aggravate the situation on Crowbridge Road where there is a narrow, humped back bridge. The masterplan for the site will need to include proposals for signalisation here to tackle this.
- 3.101 On the site there is a marked level change to the south which adds to the strength of containment of the site from the residential area to the south. The site borders the Hastings railway line and beyond that the Designer Outlet Centre which has planning permission for a significant extension up to Newtown Road.
- 3.102 Before full development of the site can take place, off-site highway improvements are needed to provide additional capacity at the A2070 Orbital Park junction. The threshold set for the quantity of development that can be occupied on the site as a whole before these improvements are committed is based on the historic, 'fall back' position from previous uses on the Newtown and Klondyke sites. The relatively close proximity to the stations and town centre and the bus service through the area provide the opportunity to reduce the car based trip rate arising from the development of the area.
- 3.103 While it is expected that the delivery of improvements to the strategic road network will greatly enhance the ability of sites to come forward at pace, there will still be a need to ensure that traffic movements resulting from development proposals are sustainably managed. Therefore, where traffic generation to and from the site is expected to exceed that of previous lawful uses, a Transport Statement/Transport Assessment should be provided in accordance with Policy TRA8. Where justified through such an Assessment, additional development may be occupied beyond the levels associated with the "fallback" position from the previous uses on the site in advance of the improvements to the Orbital Park junction being completed.
- 3.104 Residents in the area have long been concerned about pressures arising for on-street parking from visitors and those working in the area. A comprehensive approach is needed that links any major development proposals on the sites to the provision of appropriate parking controls and a package of traffic management measures.
- 3.105 Given the important heritage assets in the area and the likely demand for high levels of public access, the design of the public realm is especially important - for example, development proposals should include details of the design of outdoor lighting and street furniture, signage, bus shelters, public art and landscaping. The site designs will need to incorporate good public transport facilities, cycleways and pedestrian routes that link to the train station, Designer Outlet Centre and the Town Centre and also clear plans to meet the car parking needs of residents and visitors.
- 3.106 The impact on trees and biodiversity must be assessed prior to any development. There are a number of mature trees on the southern edges of the site and a clear strategy will need to be agreed for retention of important trees and replacement/new planting where appropriate.
- 3.107 Details of a scheme to deal with contamination of land and/or groundwater must be submitted and approved for each phase of development and a programme of building recording to ensure that the historic buildings are properly examined and recorded. Archaeological field evaluation works must also be carried out on the site, along with any subsequent mitigation measures, before development commences. Capacity in the local sewerage system is insufficient to service the proposed development.



- 3.108 It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.

**Policy S7 - Former Klondyke Works**

**The site of the former Klondyke Railway Works is proposed for residential development with an indicative capacity for 90 dwellings.**

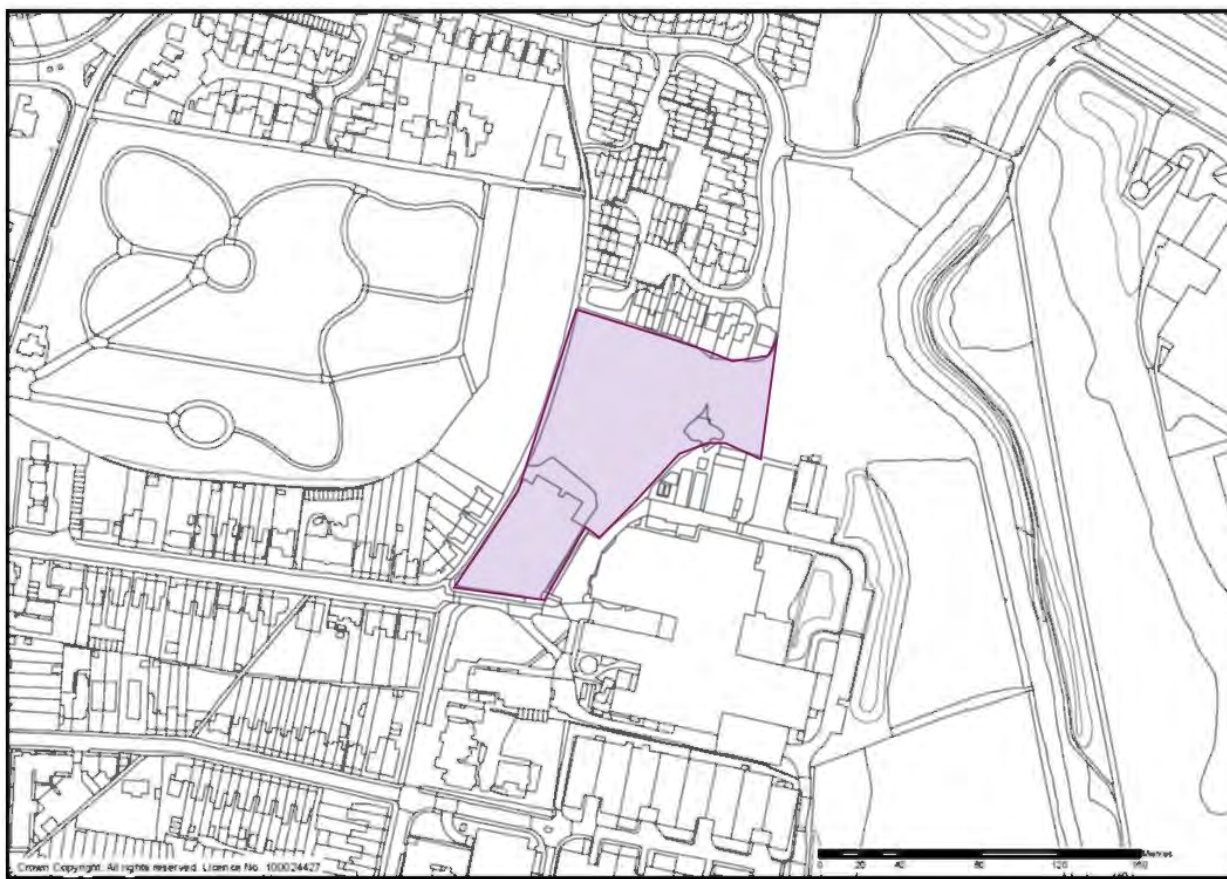
**A comprehensive masterplan / development brief for the site and the adjoining Newtown Works site should be prepared.**

**Development proposals for this site shall be in accordance with the agreed masterplan / development brief and:-**

- a) Provide a sensitively designed access to the sites from Newtown Road;**
- b) Fund the signalisation of the Crowbridge Road bridge, and traffic management works required as a result of the development;**
- c) Deliver excellent and comprehensively planned public realm as part of the development, including a detailed range of materials, proposals for outdoor lighting and street furniture, signage, bus shelters, public art and landscaping;**
- d) Provide new pedestrian routes and cycleways and convenient links to existing routes to areas around the site and local services and the town centre;**
- e) Retain important trees and be based on a site-wide landscaping plan; and,**
- f) Provide details that deal with contamination of land and/or groundwater, building recording and archaeology.**

**Unless justified through an agreed Transport Assessment, only development that would generate no more traffic than would have been generated by the equivalent of the previous lawful uses of the site, shall be built and occupied until additional capacity has been provided at the Orbital Park / A2070 junction.**

### Lower Queen's Road



- 3.109 The site is at the eastern end of Lower Queens Road and adjacent to the Invicta Press works to the south. Existing residential development lies to the north and the site adjoins the green corridor to the east. The northern half of the site is currently unmanaged woodland, with the southern part currently forming the Invicta Press car park.
- 3.110 Residential development will be acceptable on this site for an indicative capacity of 40 dwellings. Alternatively, this site could form the first phase of a wider redevelopment scheme with the potential to create an attractive residential riverside environment close to the town centre in tandem with the redevelopment of the adjacent buildings. In the event of a larger scheme coming forward, access to the site should be from Mace Lane.
- 3.111 The primary access to this site should be from Lower Queens Road but if there is redevelopment of the wider area, in excess of the 40 units, there will be a requirement for the provision of a primary access onto Mace Lane and at this point the potential to restrict access into the whole site from Lower Queens Road, including full closure, should be thoroughly investigated.
- 3.112 The area has an attractive setting next to the green corridor so any development will need to demonstrate how it would make a positive contribution to the setting and appearance of the green corridor through innovative design and layout. Development must be of an appropriate scale and reflect existing development in the area ranging between 2 – 3 storeys in height.
- 3.113 Given the location, size and number of units envisaged for the site, 30% of the dwellings shall be provided as affordable housing in accordance with Policy HOU1.

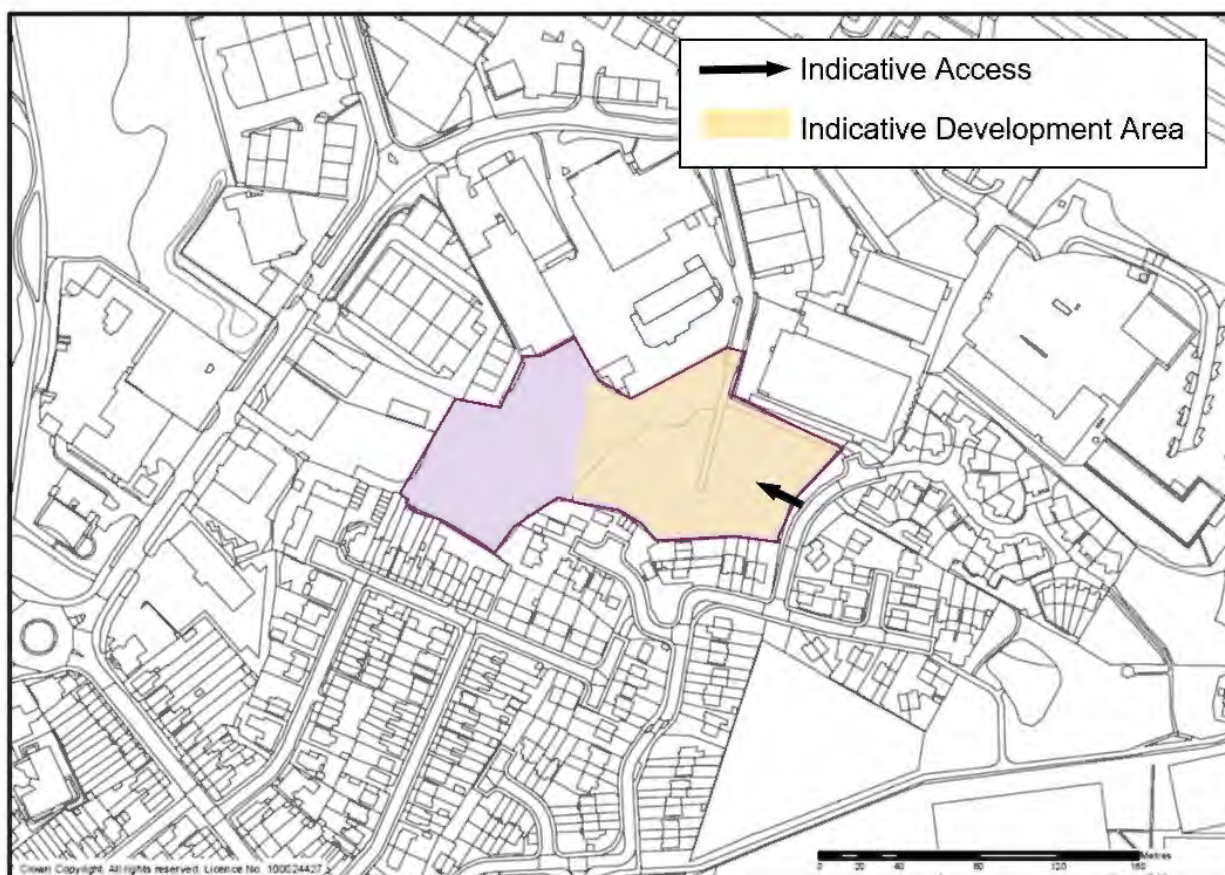
- 3.114 An existing sewer runs beneath the site and any layout of development will need to ensure that the existing sewerage infrastructure on site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.
- 3.115 Access to open space and recreational facilities will need to be improved by linking development on the site to the wider network of existing pedestrian/cycle paths surrounding the site. New pedestrian/cycleway routes that improve accessibility into and through the Green corridor to the east shall be provided.

**Policy S8 - Lower Queens Road**

**Land at the end of Lower Queens Road is proposed for residential use for an indicative capacity for 40 units. Development proposals for the site shall:**

- a) Provide the primary vehicular access to the site from Lower Queens Road or, in the event of a larger site coming forward, access should be from Mace Lane;**
- b) Ensure the built form and layout respects the setting of the green corridor;**
- c) Ensure the development is of an appropriate scale ranging between 2-3 storeys in height;**
- d) Provide links to existing pedestrian/cycle paths surrounding the site, including improving accessibility into and through the green corridor to the east of the site;**
- e) Ensure appropriate species and habitat surveys are carried out. Details of which will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with policy ENV1. The surveys, mitigation and enhancement shall pay particular regard to the wooded area to the north of the site and the potential to provide connections with the nearby Green Corridor; and,**
- f) Provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

## Kennard Way, Henwood



- 3.116 This site is located on the north eastern edge of Ashford Town Centre, at the end of a cul-de-sac accessed off Hythe Road. It is situated between a residential area to the south and east and Henwood Industrial estate to the north and west. It has previously been designated as part of a wider Henwood employment allocation originally in the Local Plan 2000 and more recently in the Urban Sites DPD 2012. The site obtained outline permission in 2008 for employment use (now expired) which was not completed. The site is now considered suitable for residential development, which also reflects its close proximity to the recently developed residential areas in Gordon Close and Kennard Way.
- 3.117 The site currently comprises rough scrubland, with a pond and some mature vegetation in the western part. The adjacent Industrial estate comprises a mix of warehouses, office blocks and open storage areas. The residential areas to the south and east are mainly two-storey terraced and semi-detached houses. The site currently contains two access points, one from the Industrial Estate in the north and one from Kennard Way, which is a private road, unadopted by the Highways Authority. The site has good access to local services due to the edge of town location.
- 3.118 Residential development is suitable on the eastern side of the site which provides a developable residential area of approximately 0.8ha. This could accommodate around 25 dwellings depending on house size, layout and design. To be in keeping with the existing residential areas, dwellings should be 2 storey and front the road where possible, with the potential for higher storeys in northern parts of the site, where it adjoins the Industrial buildings. The design and layout, particularly the relationship between the industrial and residential areas requires careful planning, to ensure no detrimental impacts on the residents.



- 3.119 The development should preferably be accessed from a new junction mid way along the boundary with Kennard Way, if land ownership issues here can be resolved. The existing vehicle access between the site and Henwood should be retained for emergency access purposes only, and could be redirected through the new access point. Cycle links and pedestrian footpaths should be created that link in with the existing network.
- 3.120 The site is constrained in the west due to the pond, and lies within flood zone 2 here and a Groundwater Protection Zone. Therefore the western area should be landscaped and kept free from development, to be used as an ecological area and/or informal open green space and/or SuDS. This will also create a green buffer area between the residential areas of Wallis Road and Gordon Close and the existing employment buildings in Henwood and the boundaries should be enhanced with additional landscaping. A full flood risk assessment and appropriate site investigation and risk assessment must be undertaken to prevent pollution of controlled waters, in consultation with the Environment Agency. This should be undertaken prior to any development taking place. Where Sustainable Drainage systems include infiltration, an assessment may be required to demonstrate that this will not cause pollution.
- 3.121 The site falls within an area of archaeological potential, and is underlain by Sandstone (Sandgate Formation) which is vulnerable to sterilisation. The site also has the potential to contain contamination due to the neighbouring uses. Appropriate surveys should be undertaken in consultation with the relevant bodies prior to planning application stage.
- 3.122 There is existing sewerage infrastructure on the site that needs to be taken into account when designing the proposed development. An easement width of between 6 and 13 metres would be required depending upon the pipe size and depth. This easement should be clear of all proposed buildings and substantial tree planting.

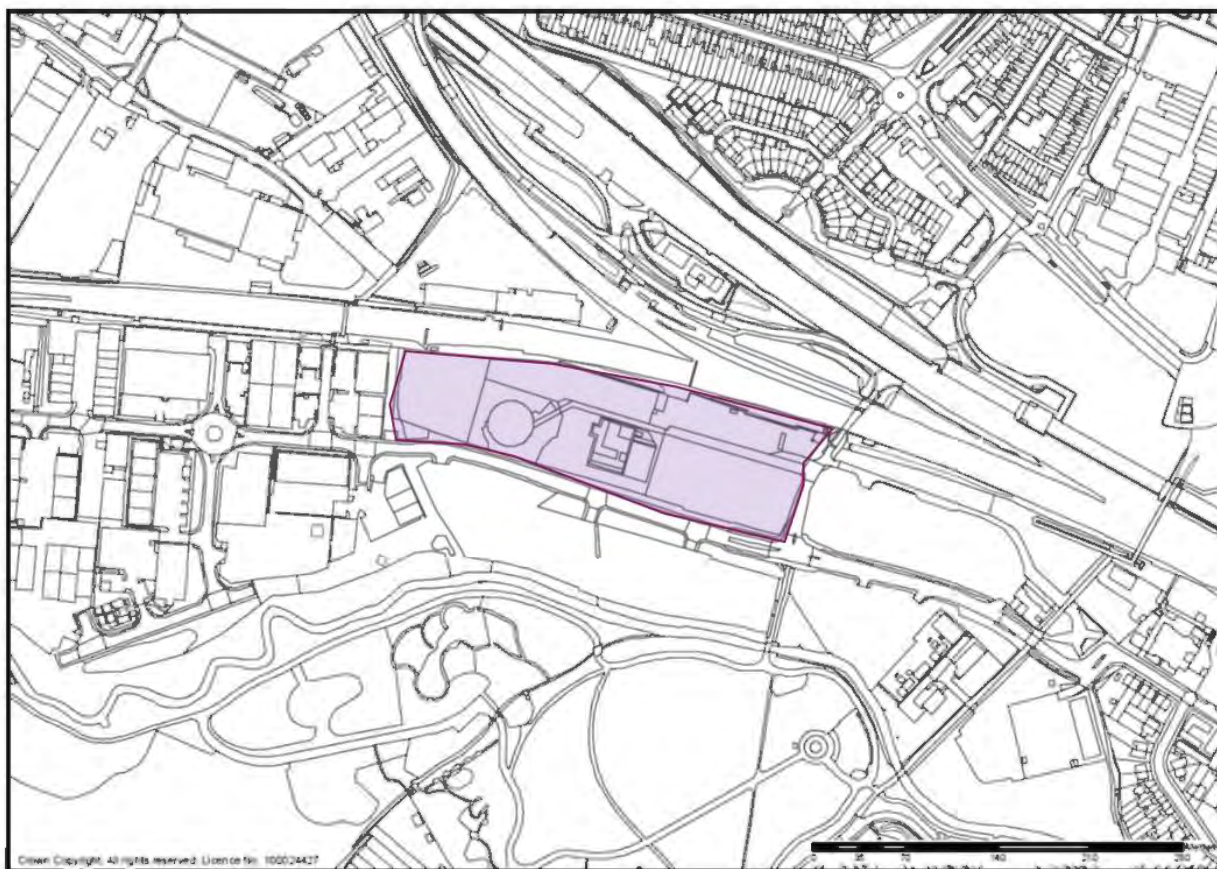
**Policy S9 - Kennard Way, Henwood**

**Land at Kennard Way, Henwood is proposed for residential development with an indicative capacity of 25 dwellings. Development proposals for this site shall:**

- a) Be designed and laid out to take account of residential amenity. Particular attention needs to be given to the relationship between the residential and industrial areas around the site;**
- b) Provide primary vehicle access on Kennard Way. An emergency access point should be retained between the site and Henwood Industrial Estate;**
- c) Ensure residential parking provision is provided in accordance with policy TRA3(a) and fund implementation of suitable on-street parking restrictions for non-residents;**
- d) Provide new pedestrian and cycle routes throughout the development with connections to existing routes in Henwood and Kennard Way and local services;**
- e) Retain and extend the tree boundary between the site and Henwood, to screen the industrial buildings from the new residential development and provides new landscaped boundary along the southern edge of the site to lessen the visual impact of the development, particularly from Gordon Close;**
- f) Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with policy ENV1. Particular regard should be given to protecting and enhancing ecological areas in the western part of the site, including the existing pond;**
- g) Include a full flood risk and groundwater risk assessment to prevent pollution of controlled water both prepared in consultation with the Environment Agency and provide SUDS in accordance with policy ENV9; and,**
- h) Provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**



## Gasworks Lane



- 3.123 This site is adjacent to the Town Centre and located between the railway and Leacon Road. The site was used for the storage and distribution of gas, and as a depot for Southern Gas Networks. However the site is now clear and the gas holder that was on part of the site has been decommissioned and demolished. The site is an opportunity to deliver sustainable development on a brownfield site next to the Town Centre.
- 3.124 Given the size of this site and its relationship to adjacent sites, development should be planned comprehensively and proposals will need to be consistent with a wider agreed approach based on a masterplan for the redevelopment of the whole site. This will also determine if phasing is required and how this will be achieved.
- 3.125 Residential development should be the principal use on this site in the form of mainly flatted accommodation, however townhouses are also acceptable. They should be designed in a way that provides a strong street frontage to Leacon Road and generally range from 3 to 4 storeys in height. A gradual transition in scale to the lower height employment buildings to the west will be required. The northern elevations along the railway frontage should create a positive edge to the development and include dual frontages.
- 3.126 Towards the western end of the site, where it adjoins the existing Leacon Road Industrial estate, some employment development could be appropriate in order to provide a transition from an industrial to a more residential character. This could be in the form of some mixed use buildings or smaller scale buildings suitable for light industrial or office uses. Employment development and site layout issues may warrant an additional access to the approved access to Gasworks Lane.

- 3.127 In addition, there may also be scope to include complementary small scale retail or office uses at the ground floor. With this in mind, residential development provided at ground floor level facing Leacon Road shall have internal heights that are a minimum of 4 metres, to provide greater flexibility for uses at ground floor level.
- 3.128 Proposals for developing the site will need to be accompanied by an assessment of any contamination arising from the existing or previous uses and proposals will need to demonstrate how any remaining contamination issues can be resolved.
- 3.129 Sustainable drainage should be provided in line with policy ENV9 and early liaison is required with Southern Water regarding connections to the sewerage system at the nearest point of adequate capacity and future access to the existing sewerage system for maintenance and upsizing purposes.
- 3.130 While it is expected that the delivery of improvements to the strategic road network will greatly enhance the ability of sites to come forward at pace, there will still be a need to ensure that traffic movements resulting from development proposals are sustainably managed. Therefore, where traffic generation to and from the site is expected to exceed that of previous lawful uses, a Transport Statement/Transport Assessment should be provided in accordance with Policy TRA8.
- 3.131 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

#### **Policy S10 - Gasworks Lane**

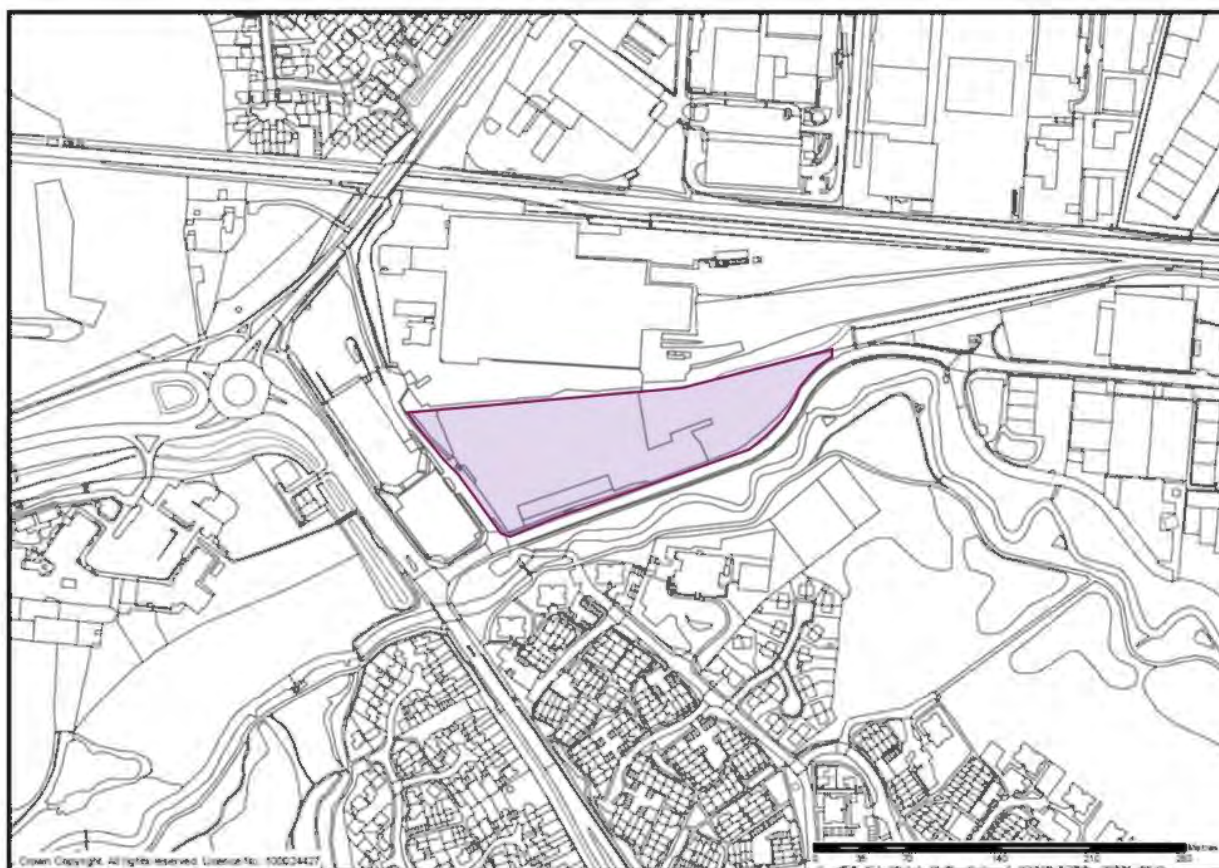
**This site is proposed for residential development (indicative capacity 150 units) and should be of a general scale of between 3-4 storeys in height. A masterplan for the whole site will need to be agreed prior to the granting of planning permission.**

**Schemes should provide a range of different types and sizes of housing accommodation in the form of flats and potentially townhouses. Some limited employment use towards the western end of the site and retail / office uses at ground floor level is also encouraged.**

#### **Development proposals shall:-**

- a) Ensure residential parking provision is provided in accordance with policy TRA3 (a) and fund implementation of suitable on-street parking restrictions for non-residents;**
- b) Provide new pedestrian and cycle routes throughout the development with connections to existing routes and local services;**
- c) Include a full flood risk assessment prepared in consultation with the Environment Agency;**
- d) Be accompanied by an assessment of any contamination arising from the existing or previous uses and demonstrate how any remaining contamination issues can be resolved; and,**
- e) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**

### Leacon Road



- 3.132 The site directly fronts onto Leacon Road and the route into the industrial area to the east that links through to the Domestic and International Stations.
- 3.133 The site is considered suitable for residential development. The connection of Leacon Road and Victoria Road has transformed the potential of this area, creating a high quality urban street with good public transport connections into the town centre, as well as providing an efficient through-road for traffic wanting to by-pass the town centre. It has a prominent position along Leacon Road with the eastern and south west corners of the site being highly visible in the streetscape.
- 3.134 The scale of any residential development should relate well to the surrounding area. Residential development along the Leacon Road frontage should be primarily 3 storeys in height reflecting a narrower corridor along this part of the route reducing in scale from development allocated in the town centre to the east. However, the prominent eastern and south western corners could accommodate an additional one or two storeys to create some variety and interest in the streetscape. Development should have a strong built form with well designed frontages to reflect the high quality urban route and a positive built return frontage should also be created along Beaver Lane.
- 3.135 Part of the site lies within flood zone 3. It is critical that development follows sustainable design principles to mitigate any risk of flooding either on the site or elsewhere. A detailed flood risk assessment, prepared in consultation with the Environment Agency, will be required to support any planning application for development here.
- 3.136 The site to the north is allocated for a mix of B1 to B8 uses as well as retention of the railway sidings for operational railway use. The relationship between uses on these two sites is crucial



and the layout of the proposed development will need to ensure appropriate and adequate separation of uses that delivers a high quality environment for any future residents on the site.

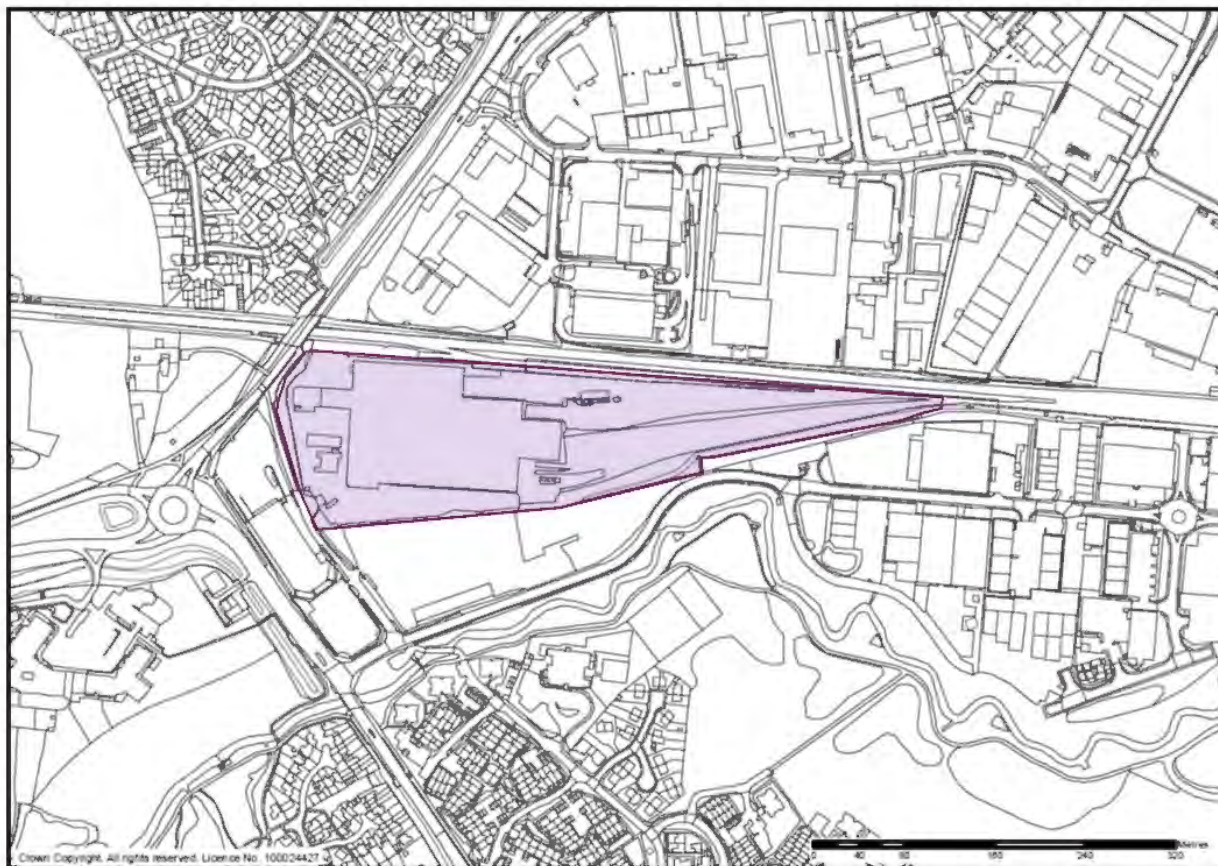
- 3.137 While it is expected that the delivery of improvements to the strategic road network will greatly enhance the ability of sites to come forward at pace, there will still be a need to ensure that traffic movements resulting from development proposals are sustainably managed. Therefore, where traffic generation to and from the site is expected to exceed that of previous lawful uses, a Transport Statement/Transport Assessment should be provided in accordance with Policy TRA8.
- 3.138 Access to the site should be provided from Leacon Road and/or Beaver Lane. A small strip of land along the southern boundary of the site will be required to fully create the parameters for the Leacon Road / Victoria Road route and this land should not be developed.
- 3.139 The site lies opposite the Stour river corridor which lies within the identified green corridor area and in accordance with policy ENV2 proposals on this site should make a positive contribution to the setting, role, biodiversity, accessibility and amenity value of the adjacent green corridor area. In relation to this, the national cycle network runs through the green corridor opposite the site, connecting Victoria Park and Singleton Lake which are important areas of open space within this urban setting. Development must be designed so that it is well connected to the existing footpath and a cycle network and provides an attractive and safe route for pedestrians and cyclists to the town centre.
- 3.140 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard. There is also existing sewerage infrastructure on the site that needs to be taken into account when designing the proposed development. An easement width of between 6 and 13 metres would be required depending upon the pipe size and depth. This easement should be clear of all proposed buildings and substantial tree planting.

#### **Policy S11 - Leacon Road**

**This site is allocated for residential development (indicative capacity 100 dwellings). Development proposals for the site shall:**

- a) Provide a high-quality development with built frontages to Leacon Road and Beaver Lane;**
- b) Be designed and laid out to take account of the proposals for commercial development on land to the north of the site;**
- c) Create new access points to the site from Leacon Road and retain a small strip of land along the southern frontage for the creation of the full extent of the highway;**
- d) Connect to the existing network of footpath and cycleway routes;**
- e) Include a full flood risk assessment prepared in consultation with the Environment Agency;**
- f) Make a positive contribution to the setting, role, biodiversity, accessibility and amenity value of the adjoining green corridor area; and,**
- g) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider and provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

### Former Bombardier Works



- 3.141 This site lies to the south of the Ashford – Tonbridge railway line and to the immediate east of the Matalan retail building and car park. The site is that of the former Bombardier Works, and is now vacant. The land contains railway sidings within the northern section of the site, which provide a signalled connection to the mainline.
- 3.142 The site and in particular the railway sidings, has been identified by Southeastern Railways, the Department for Transport and Network Rail as a potentially highly important piece of infrastructure that needs to be maintained for rail-operating purposes. The site has the potential to provide facilities for the berthing of trains for storage, cleaning and light maintenance. Additional provision of train berthing is required in the Borough in order to accommodate additional rolling stock that is required to meet the increased demand for rail services from Ashford and the surrounding network. It is therefore considered vital that the site is initially safeguarded for that purpose. In order to avoid the long term sterilization of the site, detailed proposals for any rail-related use of all or part of the site should be drawn up and granted planning permission (where necessary) within a maximum of 2 years following the adoption of this Local Plan. Thereafter, it is expected that the necessary land ownership arrangements would be made to secure the implementation of such proposals and the long term use of the site.
- 3.143 If, for any reason, the rail operating company / Network Rail subsequently decide within the 2 year safeguarding period that alternative rail-related facilities are to be pursued elsewhere, then it is considered that employment uses, with a mix of B1-B8 uses would be the most appropriate form of redevelopment for the site.



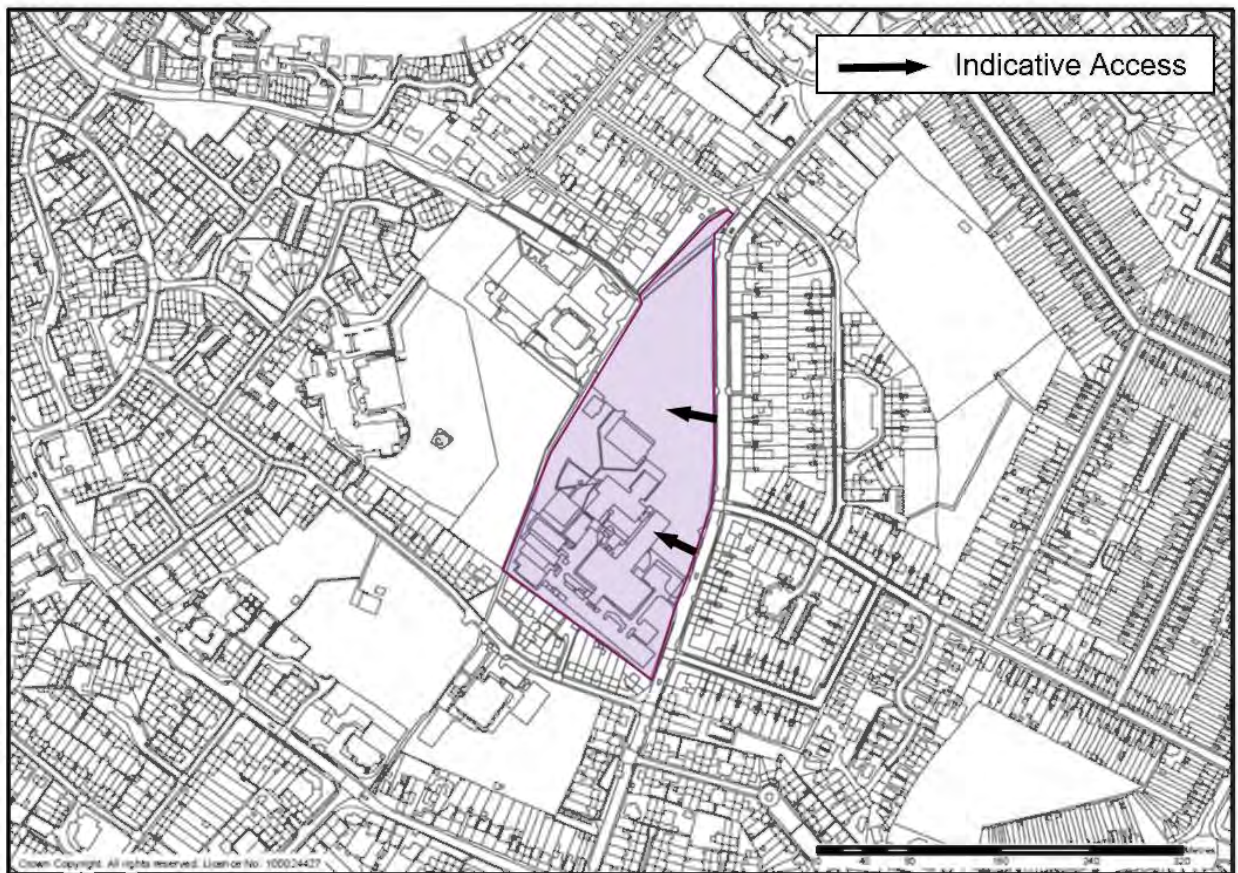
- 3.144 The land to the south is allocated for residential development (site S11), and in all circumstances, the need for appropriate mitigation of noise and disturbance from activities on this site will need to form part of any redevelopment proposals.
- 3.145 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard. There is also existing sewerage infrastructure on the site that needs to be taken into account when designing the proposed development. An easement width of between 6 and 13 metres would be required depending upon the pipe size and depth. This easement should be clear of all proposed buildings and substantial tree planting.

**Policy S11a - Former Bombardier Works**

**The site is allocated for a mix of operational railway use and commercial (B1-B8 uses) development. Development proposals for the site shall:**

- a) Safeguard the site, together with a vehicular access route from the west of the site, for operational railway use in accordance with the requirements of the train operators for a maximum period of 2 years after the adoption of this Plan unless it is agreed with the rail operator and Network Rail that the site is no longer required for operational railway use;**
- b) Provide commercial development on the remaining land that is not required for operational railway use;**
- c) Ensure the commercial uses along the southern boundary of the site are compatible with the residential development proposed on land to the south of the site;**
- d) Provide access to the site via an improved access from Beaver Lane; and,**
- e) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**

### Former K College, Jemmett Road



- 3.146 This site is a former further education college campus located on Jemmett Road within walking distance of the town centre, railway station and Victoria Park. The site was in use as an important educational facility for the Borough but the College recently re-located to a site within the town centre and hence there is the potential to redevelop this site.
- 3.147 Most of the southern half of the site accommodates the college buildings and a significant amount of hard standing and car parking. The northern half of the site tapers into the former Ashford South Primary School access road and is largely overgrown scrub with a number of trees, although it was once occupied by buildings in educational use. The disused nature of this part of the site means that it has a degree of ecological value.
- 3.148 The principle of redevelopment to residential uses has been established on this site linked with the redevelopment of the adjoining Former Ashford South Primary School (Policy S13).
- 3.149 Immediately abutting the western boundary of much of the site is the public right of way, Jemmett Path, that is also part of the major north-south enhanced pedestrian / cycleway route from the town centre to Stanhope. Development proposals for the site must not detrimentally impact on the retention or use of Jemmett Path and must widen and make enhancements and improvements to it in order to increase its attractiveness to users.
- 3.150 Development of this site must facilitate the ability to bring forward development on the adjacent former primary school site and must be designed to be cohesive with the design approach taken on the adjacent site. As part of the development, one all-movement access point from Jemmett Road shall be provided through to the site boundary adjoining the learning link for vehicular

access to site S13 to be created, in addition the 'Jemmett Path' should be retained as a vehicular emergency access, in accordance with recommendations from Kent County Council Highways and Transportation.

- 3.151 The design and scale of development here will need to take account of the character of the surrounding residential areas of Noakes Meadow and Jemmett Road and any scheme proposed on the adjoining former school site. The design should ensure that the residential amenity of existing neighbouring occupiers is protected. Any development proposals would need to provide a frontage to Jemmett Path and public open space to ensure that safety through natural surveillance of this community area is achieved.
- 3.152 The site is within close proximity (150 metres) of Victoria Park, a strategic recreation facility providing play equipment for different age groups, areas of open space for informal play and more formal areas of planting. Therefore, a contribution towards enhancement of these facilities at the park may be more suitable than the requirement for development of play facilities on-site. However, the site does provide the opportunity to provide more local areas of public open space, which should form part of the overall site design.
- 3.153 The northern part of the site contains a number of mature trees within the site curtilage, some of which are protected by a Tree Preservation Order. These should be considered for retention to help provide wildlife havens, habitat links and visual softening of the development.

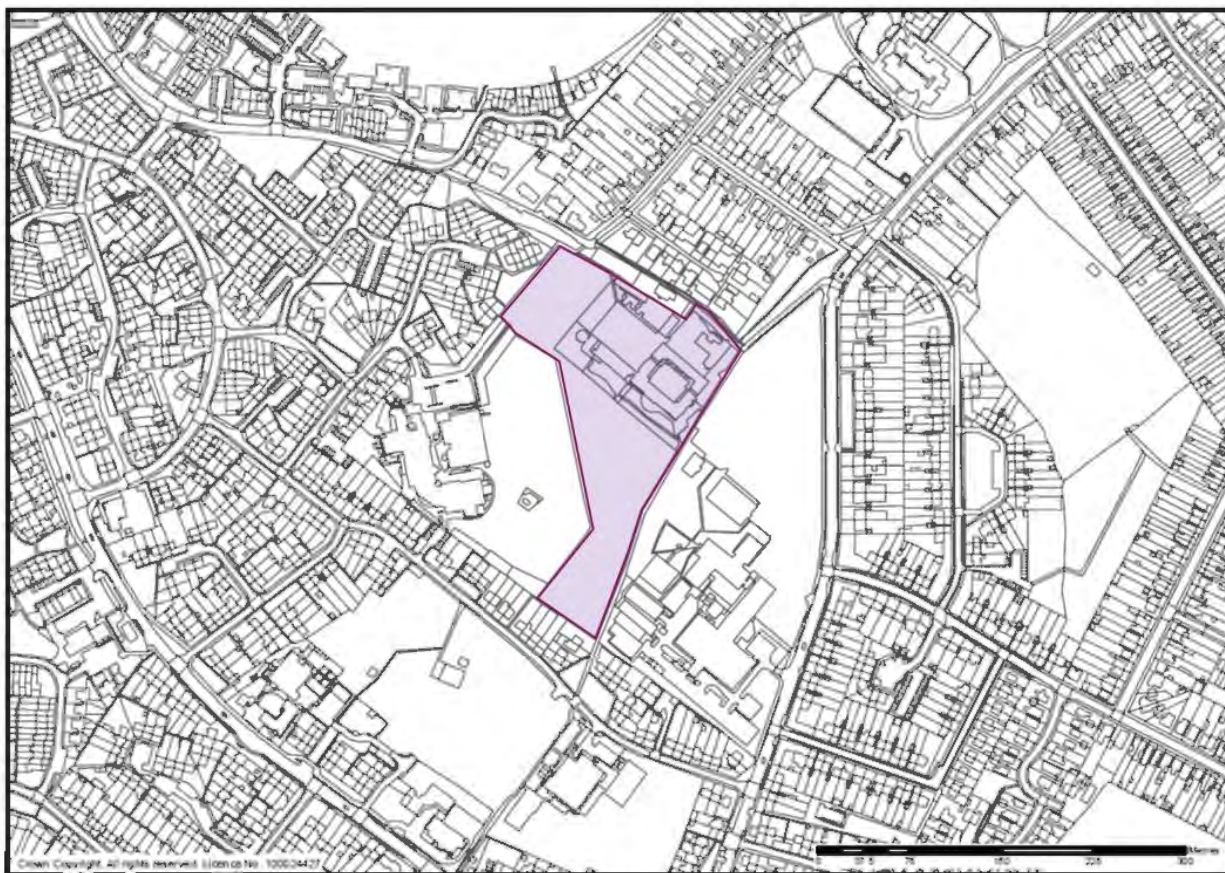
#### **Policy S12 - Former K College Site**

**Subject to the relocation of the K College campus to the Town Centre Site, the site in Jemmett Road is proposed for residential development. Development proposals for the site shall:**

- a) Provide a vehicular route through the site from Jemmett Road to the site boundary adjoining Jemmett Path and the Former Ashford South School, Jemmett Road;**
- b) Enhance and improve the Jemmett Path/Learning Link pedestrian and cycle route and cease existing vehicular use (apart from for emergency access) of the Learning Link once the route required under a) has been provided;**
- c) Ensure that the scale, design and character of the development takes account of the character of the surrounding area and any scheme proposed on the Former Ashford South School, Jemmett Road;**
- d) Ensure that there is no significant impact on the residential amenity of neighbouring occupiers;**
- e) Provide contributions towards the provision, enhancement and maintenance of Victoria Park; and,**
- f) Retain the protected trees within the site and provide appropriate additional planting.**



### Former Ashford South School, Jemmett Road



- 3.154 This former primary school is principally vacant with a small number of the buildings being let on a short-term basis for community uses and clubs. It is located off Jemmett Road and provides a rare opportunity to develop a partly brownfield site within walking distance of the town centre, railway station and the existing strategic Victoria Park. However, there are current plans to re-use the school buildings for a period of time until summer 2020, as a temporary school to meet the education needs of development in the urban area, pending the construction of new facilities in that specific location.
- 3.155 The site is land-locked, located to the west of the existing K College site (Policy S12) and north of the Ashford Oak Tree Primary School. However, with the college re-locating to the town centre and a redevelopment scheme proposed for the Jemmett Road K College site, redevelopment of this former primary school site becomes deliverable with access to the site being provided through the adjoining college site.
- 3.156 The concept of redevelopment to residential uses has long been established on this site and on the adjoining K College site. The Council has previously resolved to grant planning permission (07/01789/AS) for up to 158 units and the site allocated in the Urban Sites and Infrastructure Development Plan Document.
- 3.157 Immediately abutting the eastern boundary of the site is the public right of way, Jemmett Path, which is a major north-south pedestrian / cycleway route identified in the Core Strategy. This strategic routeway was termed the 'Learning Link' due to its close proximity to several schools and colleges and extends from the town centre to Stanhope.

- 3.158 Development proposals for the site should not detrimentally impact on the retention of the 'Learning Link'.
- 3.159 Development of this site should be cohesive with the adjacent K College re-development proposals but it is important that the development of this site is able to function as a self contained development in its own right. Consequently, the design and scale of development of the scheme would need to take account of the character of the surrounding area and the scheme proposed on the adjoining K College site and ensure that the residential amenity of neighbouring occupiers is protected and not over-burdened, this is particularly the case on the northern boundary. Any development proposals would need to provide a frontage facing the Learning Link to ensure that natural surveillance of this community area is achieved.
- 3.160 The site lies adjacent to the Ashford Oak Tree Primary School and the opportunity should be taken to provide an additional pedestrian and cycle access to the school via this development site.
- 3.161 The site is within close proximity (150 metres) of Victoria Park, a strategic community facility providing play equipment for a number of age groups, areas of open space for informal play and more formal areas of planting. Therefore a contribution towards this facility may be more suitable than the requirement for an onsite play facility. However, the site does provide the opportunity to provide more local areas of open space, which could form part of the overall site design and aesthetics.
- 3.162 The closure of the school has led to loss of a playing field that was used by the wider community and arrangements will have to be made to secure the use of an appropriate alternative playing field in the locality.
- 3.163 The western boundary of the site contains a number of mature trees which would need to be retained as part of any new proposal, this will not only provide a natural boundary to the site but help smooth the transition between the surrounding housing and new development. The existing mature trees within the site curtilage, some of which have a TPO should also be retained to add design features to the new development and to provide wildlife havens and habitat links.
- 3.164 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

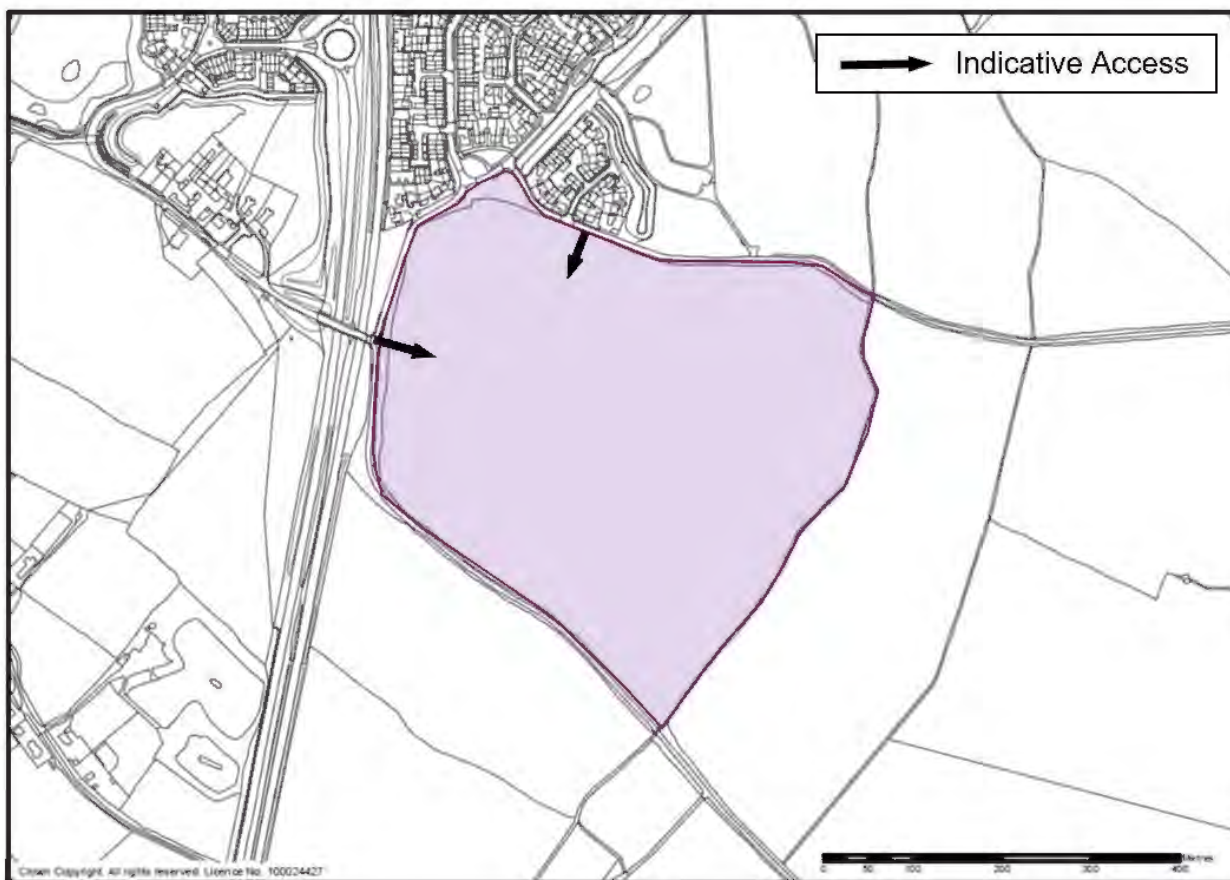


**Policy S13 - Former Ashford South School, Jemmett Road**

**The former Ashford South Primary School site is proposed for residential development (indicative capacity of 110 units). Development proposals for the site shall:**

- a) Be accessed via the adjoining K College (S12) site;**
- b) Enhance and improve the 'learning link' pedestrian and cycle route way;**
- c) Ensure that the scale, design and character of the development takes account of the character of the surrounding area and the scheme proposed on the adjoining K College site;**
- d) Ensure that there is no significant impact on the residential amenity of neighbouring occupiers;**
- e) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider;**
- f) Provide an additional pedestrian and cycle access through the site to the adjacent Ashford Oak Tree Primary school; and,**
- g) Retain the mature trees on the site.**

## Park Farm South East



- 3.165 The site is located adjacent to the new residential development known as Bridgefield. The site is currently in agricultural use. Brockman's Lane forms the southern boundary of the site, Finn Farm Road the northern boundary and it also adjoins the Ashford to Hastings railway line. Directly to the west is a bridge that crosses the railway line and the A2070 meeting at a three-way traffic light junction joining Finn Farm Road, Brockmans Lane and Cheesemans Green Lane. The north and north western boundary of the site is formed by Cheesemans Green Lane which directly adjoins the existing development at Bridgefield. Once built, the Park Farm Southern Link Road will link this area to new extensive residential development being constructed at Finberry to the east of the site. The site rises to a ridgeline in the south western corner of the site and the eastern part of the site lies within flood zones 2 and 3.
- 3.166 The overall context of this site has recently changed as it now adjoins the new development at Bridgefield and, with the extent of other development that has taken place in this part of Ashford since the adoption of the Core Strategy (2008) and that is currently underway, it is considered that the site can now form part of an integrated network of development and supporting infrastructure that could be well connected to adjoining development and services and therefore the principle of development in this location is now considered to be sustainable. The existing developments in the area are well served by public transport via local bus services and there is a proposal for a rail station along the adjacent Ashford - Hastings railway line. Development of this site should make provision for local bus services and contribute towards the provision of the Ashford-Hastings rail station if required.

- 3.167 The net site area is approximately 11 hectares which includes a much smaller developable area which is not affected by flooding constraints. This smaller area has potential for development with an indicative capacity of 325 dwellings depending on size and layout considerations and could achieve net residential densities to reflect the adjoining development at Bridgefield.
- 3.168 Given the location, size and number of housing units envisaged on the site, 30% of the dwellings shall be provided as affordable housing in accordance with policy HOU1.
- 3.169 Given the character and appearance of the adjacent development, a scheme of 2-3 storey buildings would be most appropriate here. A mix of dwelling sizes and types will be required. The design and layout must take account of residential amenity of neighbouring occupiers. Due to the ridgeline in the south of the site, particular attention needs to be paid to the site's topography and it is crucial that the higher, more prominent parts along the ridgeline within the site are kept free from development. There should be soft landscaped edges provided along the southern and eastern boundaries to provide a transition into the wider landscape and to minimise the visual impact of new development in this location. Existing trees and hedgerows which define the other boundaries should be retained where possible.
- 3.170 In terms of vehicular access to the site, the primary vehicular access point to the site is shown on the Policies Map and is located in the western edge of the site and would adjoin the existing controlled junction at Finn Farm Road. The existing arrangement at this junction is unsatisfactory with a three way signalised junction and the opportunity must be taken to improve the junction arrangements if possible by providing an access point into this site. There is also a proposed vehicular access point into the site from Cheesemans Green Lane indicated on the Policies Map. Cycle and pedestrian links will need to be provided throughout the site to help integrate the development with existing development at Bridgefield. A Transport Assessment should be produced in accordance with Policy TRA8 and measures proposed to mitigate any impact of development on the wider transport network.
- 3.171 The eastern part of the site lies within flood zone 2 and 3 which is unsuitable for development but may provide an area for sustainable drainage, the conveyance of water, and open space including an extension to the existing green corridor that runs adjacent to the eastern boundary of Park Farm East, in accordance with the Green Corridor Action Plan.
- 3.172 Development of this site presents an opportunity to incorporate sustainable drainage that will contribute to managing surface water for the benefit of flood risk, water quality, biodiversity and amenity. The Sustainable Drainage SPD should be adhered to in establishing suitable options for surface water disposal.
- 3.173 The developable area outside of the flood constraints will need to be supported by a full flood risk assessment which should be carried out in consultation with the Environment Agency.
- 3.174 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S14 - Park Farm South East**

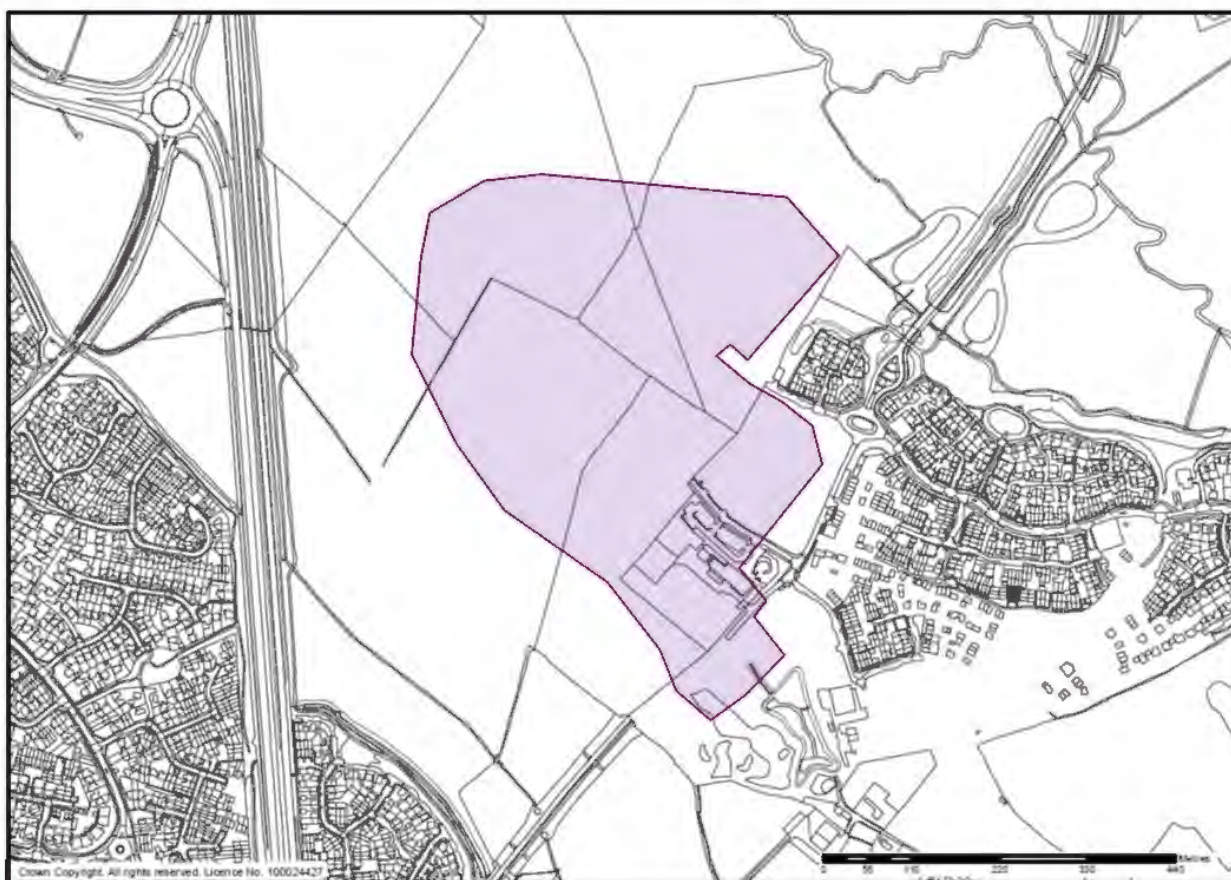
The site south east of Bridgefield is proposed for residential development with an indicative capacity of 325 dwellings.

Development proposals for this site shall:

- a) Be designed and laid out to take account of the residential amenity of neighbouring occupiers. Particular attention needs to be given to the topography of the site and dwellings should be orientated to enable overlooking and natural surveillance of open areas. The development should be no more than 2-3 storeys in height;**
- b) Investigate the potential to provide a primary vehicle access from the traffic controlled junction at Finn Farm Road to improve the overall junction arrangements, as shown on the policies map. A Transport Assessment should be produced in accordance with Policy TRA8 and measures proposed to mitigate any impact of development on the wider transport network;**
- c) Make provision for links to the public transport network including contributions to the rail station along the Ashford-Hastings railway line if required;**
- d) Provide new pedestrian and cycle routes throughout the development with linkages into the wider network and adjoining developments;**
- e) Provide soft landscaping throughout the development to lessen the visual impact and retain existing trees and hedging where possible;**
- f) Extend the existing green corridor along the eastern part of the site in accordance with the Green Corridor Action Plan;**
- g) Include a full flood risk assessment prepared in consultation with the Environment Agency; and Provide SUDS in accordance with the SPD; and,**
- h) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**



### Finberry North West



- 3.175 The site lies to the south of the A2070 and east of the Ashford - Hastings railway line. It represents an opportunity to integrate additional residential development with a currently under construction and award winning high quality residential led development called 'Finberry' on the edge of Ashford. The current development is being delivered pursuant to outline planning approval (02/00278) for a total of up to 1,100 residential units (including 110 live work units) and 70,000 sqm of business floorspace, together with mixed use community facilities, landscaping and public open space.
- 3.176 The land covered by this policy was to be the location of 70,000 sqm of business floorspace, live work units and residential uses approved in the outline permission. It was envisaged to come forward in large scale employment buildings and relatively high density residential accommodation, although the outline permission for this part of the development has now expired.
- 3.177 The Council and landowners have been in dialogue regarding this land parcel for some time, as it has been clear that the significant scale and form of the employment space permitted was unlikely to be delivered. This position is reinforced by employment evidence that supports this Local Plan which identifies the area as a secondary location for employment use. Significant levels of employment growth should instead be focused towards the 'primary' employment areas (Commercial Quarter, Eureka Park, Waterbrook and Sevington).
- 3.178 The Local Plan therefore provides the opportunity to re-examine what role this land should now play in achieving a sustainable and deliverable planning solution – one which meets the wider objectives of this Local Plan and is consistent with the NPPF. With this in mind, this site is



proposed to deliver up to 300 residential units and around 0.7ha of employment land, alongside additional community uses to cater for the increase in local population.

- 3.179 Given the complexities associated with the site in terms of its integration with what is being delivered and the wider scheme's now more residential focus, a masterplan shall be prepared and agreed prior to planning permission being granted. The masterplan will need to consider the following.
- 3.180 New development coming forward at this site will be delivered in a way that complements the existing and planned development at Finberry, in terms of its scale, density, design and materials used. It will be consistent with the established design principles in that it achieves the 'sustainable village' principles which are embedded within the current scheme, including the creation of a distinct identity and architectural style, the promotion of a range of dwelling types and sizes and the promotion of an active and vibrant central area that is a defining feature of the scheme and includes a range of complementary uses.
- 3.181 This central area will be expanded (above that currently planned) to include around 0.7ha of employment floorspace to maximise its accessibility, promote activity and movement and complement the other non-residential uses that will be delivered here which combined will give the central area much of its vibrancy and sense of place. The masterplan will need to demonstrate that the relationship between the employment uses and the houses proposed is carefully planned. The employment uses envisaged are those which will cater for small and medium scale employment opportunities. In line with evidence that supports the Local Plan, it is unlikely that B2 and B8 employment uses will be sought. However the exact nature of employment provision will need to be determined through the masterplan process and should take into account the prevailing economic conditions at the time.
- 3.182 In addition, the masterplan should explore how flexible space at ground floor level around the central area could be delivered, to cater for start-up businesses of very small scale operations. Live/work units could be delivered as part of any mix of development. This approach will complement similar units which are being implemented through the current scheme, help to enhance the central area and allow for flexibility to cater for changing employment demands over time.
- 3.183 Where residential development is proposed adjacent to the central area it will be designed in a way that provides an appropriate sense of enclosure with strong building lines to promote clear legibility throughout the development. Higher density development will be sought in this location. Elsewhere, residential development will be delivered in a way that provides a gradation of housing density across the site from medium densities in the middle part of the site to lower densities on the periphery, to mark a suitable and soft transition into the countryside.
- 3.184 In line with policy HOU1 of this Local Plan suitable affordable housing provision will be delivered on-site. Its suitable integration with the general market housing offer will be explored through the masterplan process.
- 3.185 A green spine consisting of open space and a cycle route will form a key design feature for development on this site. It will connect with the green spine that is currently being implemented and provide clear desire lines and direct access to the adjoining Green Corridor movement network, countryside and beyond. A local children's play space area will be delivered along this green spine to provide accessible play for the new residents of this area. The Masterplan will also need to demonstrate how public rights of way and bridleways will be incorporated within the

Green Spine and at the same time how the scheme will provide a positive contribution to the green corridor functions, in accordance with the updated Green Corridor Action Plan and Policy ENV2.

- 3.186 The masterplan shall be supported by a landscape strategy and a detailed ecological and flood mitigation strategy that will need to ensure that the impact of the whole development is suitably mitigated and any provisions are consistent, where applicable, with what is currently being implemented.
- 3.187 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

#### **Policy S15 - Finberry North West**

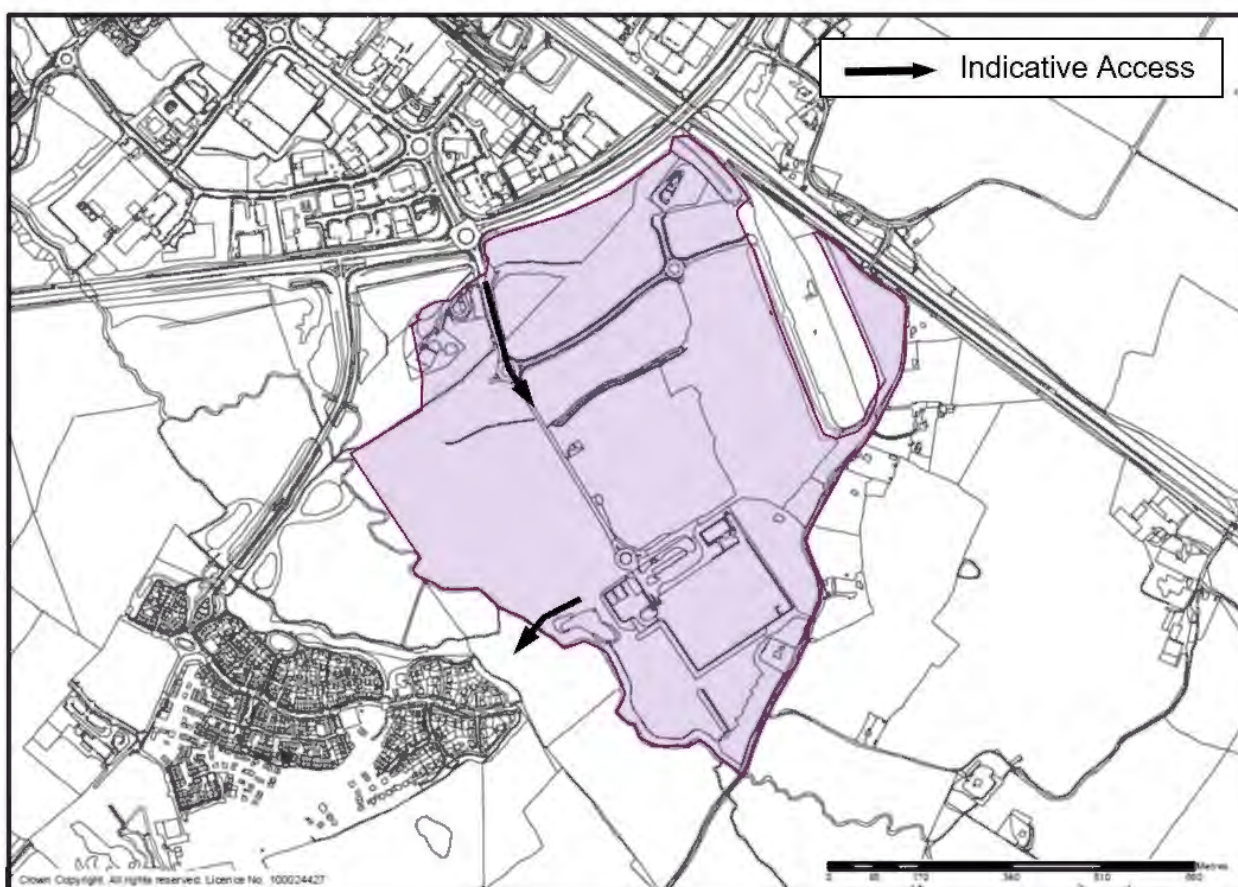
**Finberry north-west is allocated for an indicative capacity of 300 residential dwellings and 0.7ha of B1-8 employment floor space. Development proposals for this site will be implemented in accordance with a masterplan that has been jointly agreed between all the landowners and the Borough Council which will set out how:**

- a) Residential development is delivered in a way that provides:**
  - **A continuation of the current scheme in terms of the design, scale, layout, materials used and style of build.**
  - **A gradation of average densities across the site with high density development framing the central area through to lower density development where the scheme will mark a soft transition to the countryside.**
- b) Employment space is delivered to cater for a mix of small and medium sized uses that provides an extension to the currently planned central area.**
- c) Landscaping and open space shall be provided in a way that:**
  - **Provides connectivity and legibility with what is currently being planned and the adjoining Green Corridor networks.**
  - **Delivers a 'green spine' – a strategic corridor and cycle route through the site that is complemented by a local children's play space.**
  - **Provides a suitable buffer for the development where it adjoins the Countryside**
  - **Makes a positive contribution to the functions of the Green Corridor in accordance with policy ENV2.**
- d) Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement to be provided on the site and proposals for their future implementation, maintenance and monitoring in accordance with policy ENV1**
- e) Suitable flood alleviation measures are delivered.**

**Development on this site shall also provide:**

- **appropriate financial contributions towards the delivery of Highways England's scheme for a new M20 Junction 10a, and**
- **a connection to the sewerage system at the nearest point of adequate capacity, in collaboration with the service provider.**

## Waterbrook



- 3.188 The site is a key development opportunity located on the south eastern edge of the built up part of the Ashford urban area and lies adjacent to the Orbital Park commercial area. It is bounded to the north by the A2070 / Southern Orbital Road, to the north-east by the Ashford – Folkestone railway line and Cheeseman's Green Lane to the east. The south western boundary of the site adjoins the East Stour river corridor with the Finberry development on the opposite side of the river.
- 3.189 The Waterbrook site has been allocated since 2000 and, most recently, in the Core Strategy 2008 as part of the wider Cheeseman's Green/Waterbrook area, for mixed use development. Under this policy the wider Cheeseman's Green / Waterbrook area was proposed to provide around 4,300 homes and at least 1475 jobs by 2021 with further development thereafter.
- 3.190 Planning permission currently exists for mineral and waste operations on land adjoining the site. Permission has been granted for the permanent retention and use of sidings for the importation and distribution of construction aggregates. There is also permission for aggregate storage, construction and demolition waste recycling, hot tarmac storage, concrete crushing and screening, concrete batching, and provision for a domestic, commercial and industrial waste transfer station. This area falls outside the site policy area.
- 3.191 Planning permission also exists for a vehicle testing facility – this is a facility operated by VOSA (the Vehicle Operating Standards Authority) as vehicle and plant storage and maintenance facility, B1, B2 and B8 units, and associated highway and earth works on part of the site. Otherwise, the site is currently undeveloped except for the area in use as a commercial lorry park on the eastern edge of the site.

- 3.192 The site is proposed for a mix of residential and commercial uses. Proposals will be required to be in accordance with a masterplan that will determine the detailed quantities of development and the overall layout of the site.
- 3.193 The masterplan shall include the provision of an additional 300 commercial lorry parking spaces on the site as part of a relocated and enlarged truck stop facility that will be designed to cater for currently unmet overnight lorry parking needs. This currently results in lorries parking in unauthorised locations around the area. The most suitable location for this facility is in the northern part of the site adjacent to the railhead – accessed via the proposed commercial area which would minimise impact upon the proposed residential development. There are residential properties on the adjoining Cheeseman’s Green Lane that will be relatively close to the re-located lorry park and the noise, artificial lighting and visual impact will need to be carefully mitigated, including with noise attenuation and substantial landscaping and planting.
- 3.194 Elsewhere on the site, the principal uses should be commercial development (B1, B2 or B8) and residential development. Some ‘sui generis’ uses, such as those found at Orbital Park (e.g. car showrooms) will also be acceptable in principle here. The masterplan shall make provision for a minimum of 20 hectares of commercial development. An additional area of land adjacent to the entrance to the site for similar commercial uses has been included within the site policy area and this could provide an additional 2 hectares of commercial development to enable the delivery of 22 hectares in total, including the net additional area of lorry parking.
- 3.195 Residential development can also be accommodated on the site for circa 350 dwellings, depending on detailed layout, dwelling size and mix. It is critical that any residential scheme is physically separated from the commercial development and the extended lorry park. The most suitable locations for residential development are on the south western edge of the site, which lies across the river corridor from Finberry; on the site of the existing truck stop at the south of the site, and on the eastern side of Waterbrook Avenue.
- 3.196 The location of the residential development and its relationship to adjoining commercial uses will be a key consideration. It is critical that there is a high quality and imaginative landscape framework with significant scale and density of landscaping and screening included as part of the open spaces that separate land uses and link to the river and countryside to the west. Proposals for the mitigation of noise from lorry movements and any associated commercial operations will need to be specifically addressed as part of the masterplan.
- 3.197 Given the location, size and number of residential units envisaged on the site, 30% of the dwellings shall be provided as affordable housing in accordance with Policy HOU1.
- 3.198 The primary access to the site is from the A2070 Southern Orbital Road junction. There is currently an access road in place through to the existing lorry park and another access road within the site that gives access to the VOSA facility and will provide access to other commercial buildings, railhead site and the proposed replacement lorry parking facility.
- 3.199 The junction with the A2070 has recently been improved to accommodate the initial development stages of the Finberry site and further improvements are planned to improve access to both Waterbrook and Finberry in due course.
- 3.200 A secondary link to the site shall need to be provided to the Finberry development where the majority of new local services that will support the residential development at Waterbrook will be sited. This should become an ‘all-movements’ link to accommodate public transport services,



a cycle and pedestrian route as well as car traffic. The masterplan should also consider opportunities for more cycleway and footpath links to the wider network of rights of way towards the Ashford urban area and the surrounding countryside. All development on this site should be served from either of these two access points with no vehicular access from Cheeseman's Green Lane.

- 3.201 Development of the Waterbrook site is also dependent on the delivery of the additional motorway junction capacity proposed in the M20 Junction 10a scheme. Whilst an initial stage of development (which has planning permission) may come forward in advance of the new junction, occupation of new development on the remainder of the site will need to be restricted until Junction 10a is opened to traffic.
- 3.202 The south western edge of the site adjoins the East Stour river corridor and falls within flood zone 3, it also is part of Ashford's green corridor network and is a Local Wildlife Site. Acceptable proposals for this site will need to show how the opportunity has been taken to enhance this significant landscape corridor to help set the development of this site in the wider landscape and at the same time improve the green corridor environment and ecology.
- 3.203 Southern Water has advised that there is a pumping station on the boundary of the site that needs to be taken into account so that the proposed design safeguards the amenity of future occupiers of the proposed development. The developer should liaise with Southern Water to ensure this can be taken into account when designing the layout of the proposed development.



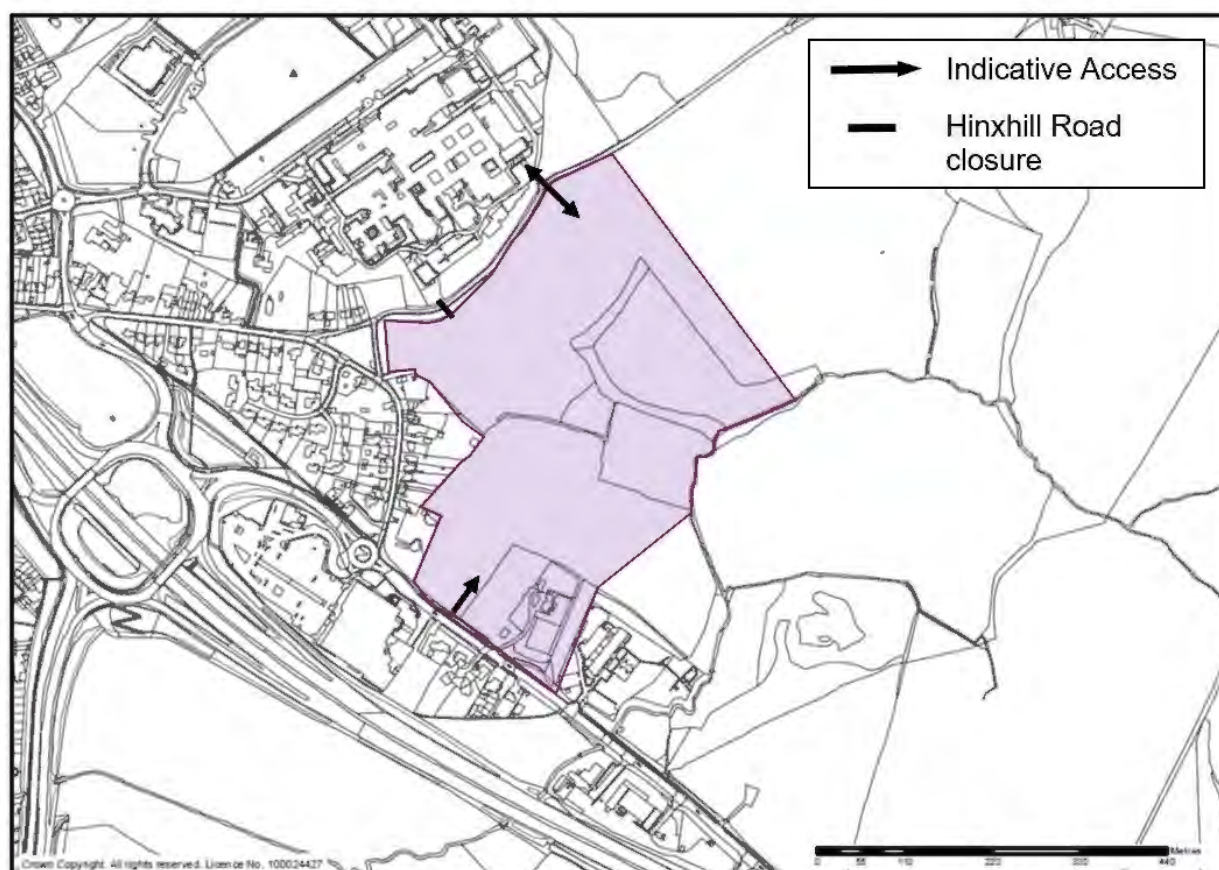
**Policy S16 - Waterbrook**

**Land at Waterbrook is proposed for a mix of residential and commercial development together with a re-located and extended commercial lorry parking facility. Detailed proposals for this site shall be developed in accordance with an approved masterplan that:-**

- a) Provides a re-located 600 space lorry park on the eastern part of the site, adjacent to the aggregates facility;**
- b) Provides an indicative 350 dwellings on the western and southern parts of the site;**
- c) Provides for a minimum of 22 hectares of commercial development including the net additional area of lorry parking;**
- d) Ensures the proper segregation of uses within the site through the provision of substantial landscaping and screening based on a strong landscape framework for the site;**
- e) Provides suitable mitigation to deal with noise, visual impact and artificial lighting to restrict the impact of the new development on the new residential properties to be developed on the site and the existing properties along Cheeseman's Green Lane, Finberry and Church Road, Sevington;**
- f) Provides vehicle access from the A2070 and to the Finberry development with no access from the Waterbrook site to Cheeseman's Green Lane;**
- g) Provides new pedestrian and cycle routes throughout the development and connections to existing urban and rural routes;**
- h) Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with ENV1. Particular regard should be given to protecting and enhancing the East Stour river corridor local wildlife site;**
- i) Contributes to the improvement of the green corridor that runs through the site;**
- j) Includes a full flood risk assessment prepared in consultation with the Environment Agency;**
- k) Ensures that any land contamination issues are satisfactorily resolved or mitigated;**
- l) Provides a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water, and ensure future access to the existing sewerage system for maintenance and upsizing purposes; and,**
- m) Provides a proportionate financial contribution towards the delivery of Highway England's scheme for a new M20 Junction 10a and any other off-site highway improvements identified through agreed transport modelling in accordance with policy TRA8.**

**No residential development or any commercial development (beyond that with an extant planning permission) shall be occupied until the proposed scheme for M20 Junction 10a is open to traffic.**

## Land at Willesborough Lees



- 3.204 The site to the south east of the William Harvey Hospital was identified in the 2008 Core Strategy and Urban Sites and Infrastructure DPD 2012 as suitable for development, which also enables a secondary access point for the hospital to accommodate its growing sub- regional role.
- 3.205 The site directly adjoins the built up urban area of Ashford and links in to attractive open countryside on the eastern edge of the town. At its western edge, the site directly adjoins the Conservation Area at The Street. Hinxhill Lane forms the northern edge that slopes up to the small settlement of Hinxhill and at the southern edge is the A20. The site is characterised by rolling countryside with some substantial areas of woodland.
- 3.206 The built footprint of development on this site needs to be carefully planned. It should avoid any of the existing areas of woodland that provide both natural screening and habitat whilst also including a distinct gap and soft green buffer along part of the western boundary to help mitigate the impact on the adjacent residential occupiers and on the character and setting of the Conservation Area.
- 3.207 This area is residential in character consisting mainly of large detached properties, some of which are listed and so, the scale and density of new development in this part of the site should also be low. In the central area of the site, particularly along the new link road to the hospital, slightly higher densities can be achieved but overall, the site is suitable only for lower net residential densities (i.e. below an average net 30 dph).
- 3.208 The opportunity exists, by detailed design, layout and landscape planning, to create a distinct neighbourhood to help create a real sense of place in this attractive location. Street frontages

should be 'active' to add interest, life and vitality to the public realm. This can be achieved by minimising blank walls and making all primary entrances overlook the street. The layout of the site should be designed to allow views, and pedestrian links where possible, through to the countryside and woodland to the north and east of the site.

- 3.209 Cycle and pedestrian links are critical. They should provide easy access to bus stops and serve all areas of the site. A pedestrian crossing on the A20 to the supermarket is essential, to connect with the improved walking/cycling environment around M20 Junction 10, and to link with the existing pathways and enable access towards the town centre. Links to existing rural footpaths should also be provided.
- 3.210 The main access point to the site is shown on the Policies Map and is located on the A20 to the west of the Highmead House/Warren Lodge land. To accommodate the whole of the development and the link to the hospital, this junction must be signal-controlled due to the amount of traffic that will be entering the area and to enable the smooth flow of traffic on the A20. However, up to 100 dwellings could be accessed from a more simple priority junction prior to completing the link road to the hospital and the resulting closure of Hinxhill Road (see above).
- 3.211 The access route through the site to the hospital should be delivered by an appropriate layout of the 200 dwellings allocated in this policy. The phasing of the opening of the access route should be agreed with the Council, the local highway authority and the Highways Agency and should follow highway works to the existing secondary access point to the hospital, which would increase capacity and pedestrian and vehicle safety at this new junction.
- 3.212 As a consequence of the above, Hinxhill Road should be closed south of the hospital access in order to avoid traffic using this narrow road to access the Hospital and having a detrimental impact on the existing residential area, although a gated access should remain for emergency vehicles. The proposed closure of Hinxhill Road should benefit the existing residents of 'The Street' as it will mean that the road will no longer be used as a through route to and from Wye and the villages north-east of Ashford. However, the Council will endeavour to monitor this change to the road layout once the link road is opened and should it be identified that there are increased traffic movements on 'The Street' as an alternative route is sought to the A20 by road users, then the Council will look at potential schemes for closing 'The Street' and creating two separate two-way cul-de-sacs.
- 3.213 The site lies close to M20 Junction 10. Development of the site will generate additional peak hour traffic movements around the existing motorway junction. Although a full Transport Assessment will be required to support a planning application for development here, an initial assessment indicates there is sufficient capacity at the existing motorway junction to cater for a 200 dwelling scheme on this site to be brought forward within the DPD period, based on the likely trip generation from the site set out in the Jacobs 2010 Study which indicates a peak hour generation of 250 two-way movements.
- 3.214 The eastern edge of the site is mainly open countryside and long established woodland (Breeches Wood). This woodland spreads into the centre of the site and the landscape and topography of the north eastern edge would act as a boundary and screening for any development. Development should not occur in the area east of the woodland as this would be greatly visible in this location. Additional screening should be placed on the north eastern boundary of the site, from the woodland edge to the Hospital, to reduce the visibility of the development from the north.

- 3.215 The site also includes Highmead House and Warren Lodge on the A20, west of the Pilgrims Hospice. This part of the site contains some large trees protected by Tree Preservation Orders, so lower densities in this part of the site would also be appropriate. This section of the site could be redeveloped as a separate scheme, although it must be accessed through the new A20 junction as the existing residential access would not be suitable. In either circumstance, development shall not prejudice the delivery of the main site access and the associated development.
- 3.216 The connection of the link road through the site to the hospital should be provided prior to the completion of development. A phasing programme will need to be agreed with the Council and the Highways Authorities to ensure that the opening to hospital-bound traffic would not have an adverse effect on the operation of the surrounding highway network identified in the Transport Assessment. In order to ensure that hospital staff and visitors are not encouraged to park on the residential streets of the new development, appropriate on-street parking restrictions within the new development would need to be provided as an extension of the existing arrangements in the area and funded as part of any Section 106 agreement.
- 3.217 The land to the north of this site, adjacent to the existing secondary access of the hospital is a Local Wildlife Site - Willesborough Lees and Flower garden Wood (AS44). The site is formed of wet woodland and bog habitats and both badger setts and rare plants have been recorded here.
- 3.218 Careful consideration will need to be given to the impact of the proposed development on the adjacent LWS and could include the development of an appropriate management strategy.
- 3.219 Due to the wet woodland and bog habitats present within the LWS there is a need to ensure no change in the hydrology within the site as the health of the woodland and bog is likely to be dependant, at least in part, on water from the U14 site. Therefore a hydrological survey may be required at the planning application stage to ensure water feed to the LWS is not impacted. The possibility of producing this strategy in partnership with the developers of site U5 would be seen as an acceptable approach.
- 3.220 The south eastern edge of the site (behind the Pilgrims Hospice into the woodland) falls within Flood Zone 2 and is close to Flood Zone 3. Therefore, a full flood risk assessment must be provided, in consultation with the Environment Agency. In addition, the depth of groundwater is limited and thus the use of soakaways may not be permissible due to the risks of direct discharge to groundwater. The Sustainable Drainage SPD should be adhered to in establishing suitable options for surface water disposal.
- 3.221 There is evidence of soil contamination on parts of the site and detailed proposals will be needed to deal with this prior to development taking place. In addition, capacity in the local sewerage system is insufficient to service the proposed development. It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.



**Policy S17 - Land at Willesborough Lees**

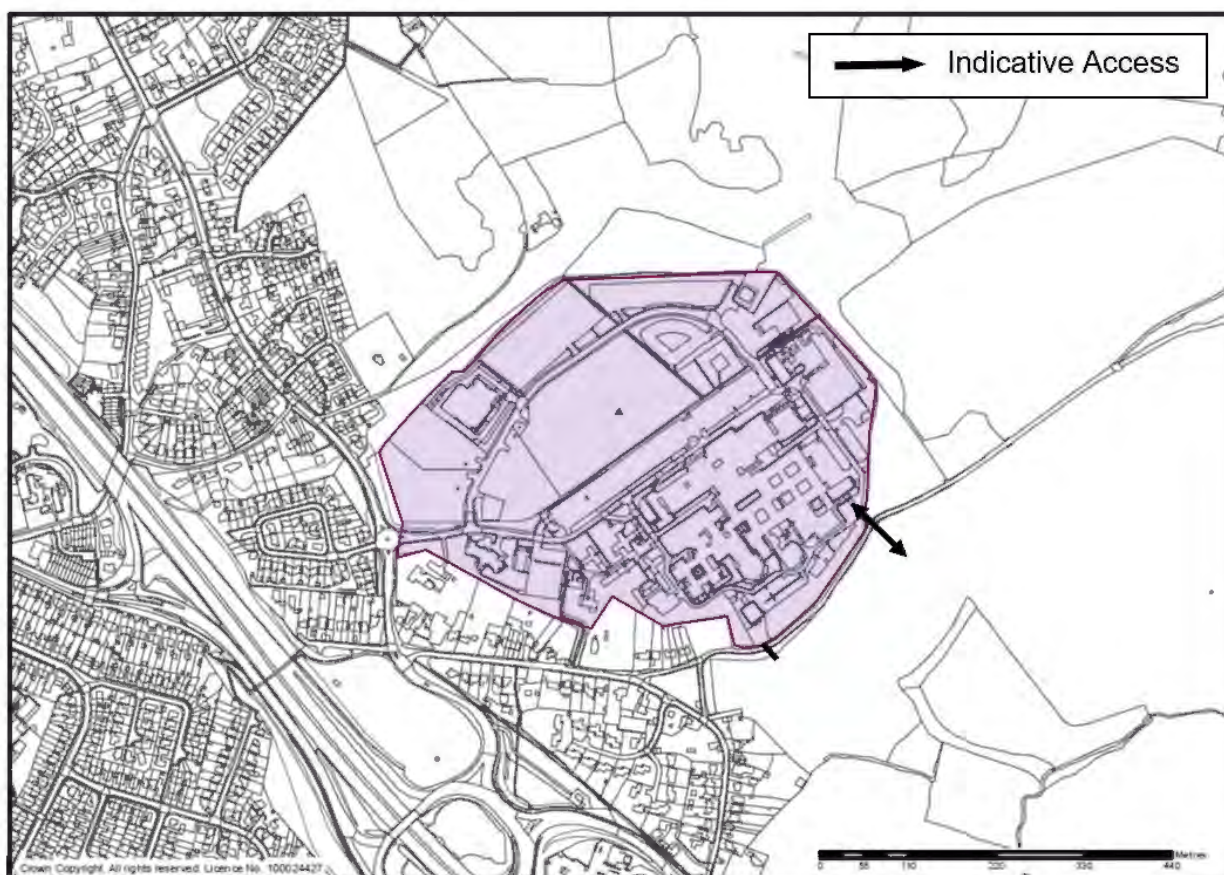
The site to the south east of the William Harvey Hospital is proposed for residential development with an indicative capacity of 220 dwellings.

Development proposals for this site shall:

- a) Provide a new signal-controlled junction, including a pedestrian crossing on the A20 at the point shown on the Policies Map;
- b) Provide a road through the site to act as a secondary link to the hospital at the point shown on the Policies Map;
- c) Make improvements to the existing emergency access to the hospital, and Hinxhill Road, to accommodate a new link road and junction, and close Hinxhill Lane to traffic south of the hospital access. A restricted access shall remain on Hinxhill Lane for emergency vehicles, pedestrians and cyclists only;
- d) Include a phasing programme to be agreed with the Borough Council, local Highway Authority and Highways Agency that will include the construction and opening of the access road from the A20 to the hospital and the closure of Hinxhill Road;
- e) Provide new pedestrian and cycle routes throughout the development and connections to existing urban and rural routes and local services;
- f) Fund the implementation of suitable on-street parking restrictions via a new traffic order, restricting non-residents parking on the roads of the new development;
- g) Be designed and laid out in such a way as to protect the character and setting of the adjoining Conservation Area and neighbouring listed buildings;
- h) Retain the woodland (Breeches Wood) in the north east of the site and extend the tree boundary between the woodland and the hospital, to screen the development of the site from the north;
- i) Include a full flood risk assessment prepared in consultation with the Environment Agency;
- j) Ensure that any land contamination issues are satisfactorily resolved or mitigated;
- k) Contribute towards the monitoring of the traffic situation on The Street to enable an assessment to be made of the need to secure amendments to the existing access arrangements and to deliver those amendments if required; and,
- l) Provide a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water, and ensure future access to the existing sewerage system for maintenance and upsizing purposes.



### William Harvey Hospital



- 3.222 The Council recognises the importance of the William Harvey Hospital and the range of services it provides for the community of Ashford Borough and the wider area. The Council is working closely with the relevant health providers in order to understand the requirements for the future of the hospital site. The continued improvement, expansion, reconfiguration and consolidation of the hospital is therefore supported in principle.
- 3.223 The main area of land available lies to the north-west of the existing hospital car park. There has been a recently completed development on the site, that of a private hospital, but there still remains land available for development. This is a prominent site and given the scale and nature of many hospital buildings, careful attention will be needed to create an attractive layout of buildings with strong, structural planting to limit the impact of buildings here. Planting at the boundaries of the site will need to be carefully designed to screen any long views into the site.
- 3.224 As this complex of buildings grows, the need for good pedestrian and cycle routes increases for both visitors and staff. These should be designed as an integral part of future expansion. Equally there may be a need for bus access to new facilities and this should be designed to be convenient for bus users and operators.
- 3.225 There will also be an impact of any development on the wider transport network, and a transport assessment should be submitted in support of applications for development, to identify the impact and provide for mitigation measures. A Travel Plan should also be produced in line with Policy TRA8.

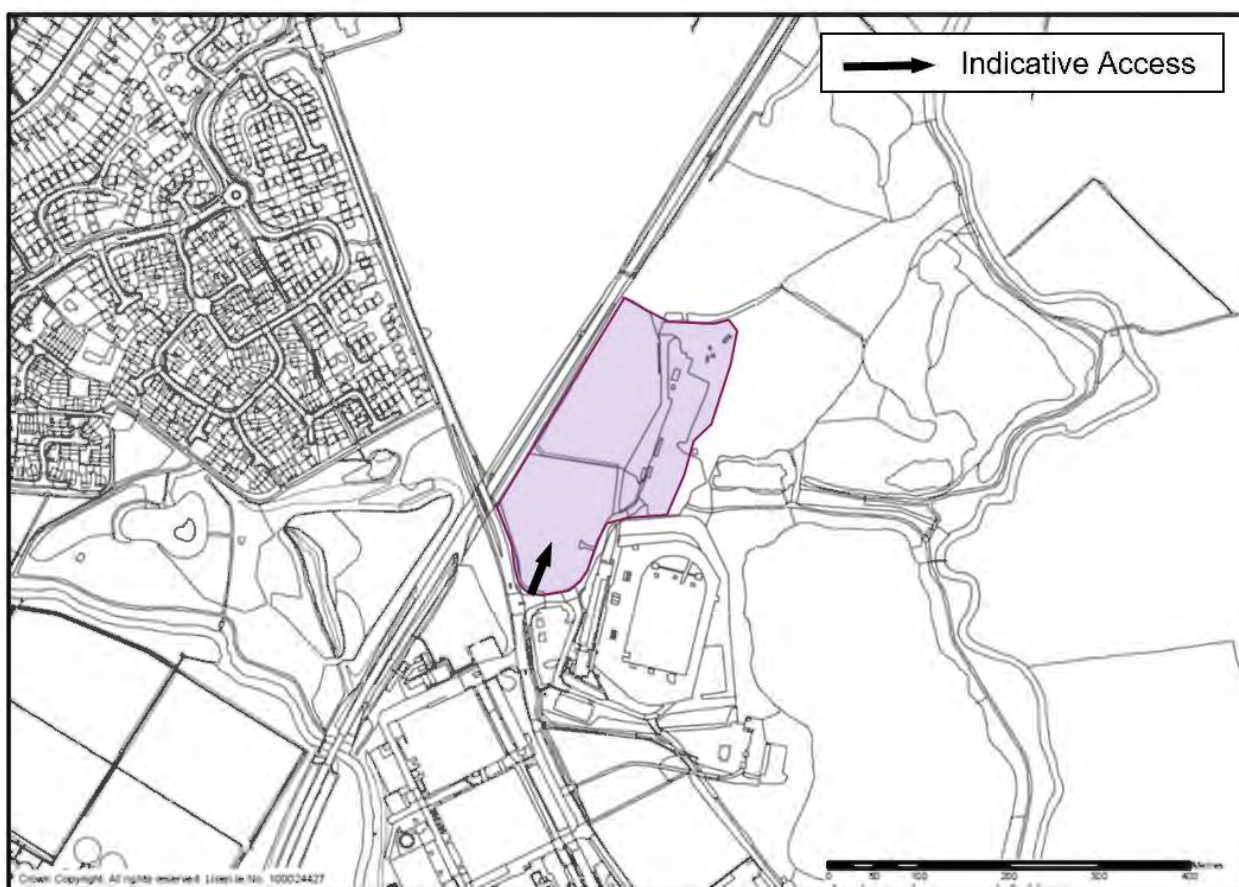
- 3.226 The Council is concerned that adequate car parking should exist to serve health facilities at the William Harvey Hospital and a survey of existing demand for spaces will be required before additional facilities are built. Additional parking provision for staff and visitors shall be provided, with total levels being informed by evidence of likely need and demand.

**Policy S18 - William Harvey Hospital**

**The Council will support proposals to improve, expand, reconfigure and consolidate the range of medical facilities at the William Harvey Hospital, subject to the following:**

- a) Design, scale and layout should take account of the prominent site and site topography;**
- b) Landscaping should be provided to limit the impact of built development and protect long views into the site;**
- c) Suitable provision of pedestrian and cycle routes;**
- d) Additional car parking to be provided to meet additional need, informed by a car parking survey of existing demand and evidence of the likely future need;**
- e) A Transport Assessment and Travel Plan should be produced in accordance with Policy TRA8 and measures proposed to mitigate any impact of development on the wider transport network; and,**
- f) Provide a financial contribution to the extension of existing bus services in the area to serve the development.**

## Conningbrook Residential Phase 2



- 3.227 Conningbrook Lake and the land surrounding have long been outlined as a location for a strategic park and water sports facility following a long period of mineral extraction. The site was originally outlined for this purpose in the Core Strategy and more recently allocated in policy U22 'Conningbrook Strategic Park' in the Urban Sites and Infrastructure DPD (2012) which set out a clear vision for the park and lake, both of which could be delivered through an 'enabling' residential development of 300 dwellings.
- 3.228 A masterplanning exercise was undertaken to plan for the park and a planning application for the Conningbrook Park and Lake. This plus enabled residential development, which was granted planning permission in October 2014. The first phase of the country park opened in September 2015, which included access tracks and public rights of way, watersport facilities and ecological conservation areas. Further phases of the country park scheme are due for completion following the end of mineral workings and extraction. It is likely that building of the first phase of dwellings will begin in 2016.
- 3.229 Conningbrook Residential Phase 2 is on the area of land that has planning consent for a mineral produce packing, storage and distribution facility and is located at the western extent of the original Conningbrook policy area and therefore forms part of the wider vision for recreational open space and enabling development for the area.
- 3.230 It is crucial that any development on this site accords with the wider aspirations for the Conningbrook Country Park area, including the Julie Rose stadium, the lake and the permitted residential development.



- 3.231 This site is bounded to the north by the railway and to the west by the A2070 Kennington Road, lying opposite the Premier Foods and Givaudan manufacturing facilities. The Julie Rose athletics stadium and the permitted residential scheme are located to the east of the site. There is an existing access road between the Phase 2 site and the existing Julie Rose Stadium - this road link will extend into the first phase of residential development when it is completed.
- 3.232 The site is considered suitable for redevelopment for residential use with an indicative capacity of 170 units. Any proposed scheme should be in accordance with the current Conningbrook Masterplan and be designed to complement the existing and proposed buildings and facilities. In accordance with Policy HOU1 of this Local Plan a minimum proportion of 30% affordable housing will be delivered on site.
- 3.233 The site is located in a visually prominent part of the Conningbrook site. An opportunity exists to provide an attractively designed frontage onto the A2070, whilst providing a key entrance to the site. Given the character and appearance of the surrounding areas, including the commercial buildings on the opposite side of the A2070 and the permitted housing development, 2-3 storey buildings would be most appropriate on the site. The design and layout of Phase 2 must take account of the permitted layout of Phase 1 and the relationship of adjoining properties, with particular attention being given to the topography of the site.
- 3.234 The primary vehicular access should continue to be provided from the A2070 at the main Julie Rose Stadium entrance, with an additional throughway access to Phase 1 at the north of the site. The site is currently utilised as an overflow carpark for the Julie Rose Stadium that is utilised during major events at the stadium. Any proposals coming forward should set out how excess parking during events should be managed and this would need to be agreed with the Borough Council before any development is approved. Proposals will need to include a solution to prevent visitor parking on residential roads on event days.
- 3.235 The woodland area in the northern section of the site will need to be cleared. A belt of mature trees along the north-western edge should be retained to provide for natural screening and a buffer between the new development and the railway line.
- 3.236 Due to the loss of woodland on this site, the impact on biodiversity must be assessed at the early stages of any planning application. Where species are identified, plans for their relocation should be undertaken and delivered prior to any development being started. Utilising a wider approach to biodiversity surveying and management across the whole masterplan area would be seen as a suitable approach.
- 3.237 Sustainable drainage should be provided in line with policy ENV9 and early liaison is required with Southern Water regarding connections to the sewerage system at the nearest point of adequate capacity and future access to the existing sewerage system for maintenance and upsizing purposes.
- 3.238 A new two-form entry primary school is proposed on the adjoining site (Land north of Willesborough Road – Policy S2). It is anticipated that this school will cater for the primary educational needs generated by this development and so a proportionate contribution to the delivery of this school will be required as part of any planning permission here.
- 3.239 It is not expected that this site will come forward in advance of the permitted 300 dwelling scheme in Phase 1, as that scheme will enable the delivery of the full country park and its facilities. In any event, the occupation of this site should be dependent on the opening to traffic of the proposed

M20 Junction 10a scheme as this provides the additional off-site junction capacity necessary to mitigate the additional traffic generated by the development.

- 3.240 To the north-west of the site, within easy walking distance, there is an existing at-level crossing of the railway line. The Council's preferred solution to this would be to replace the existing crossing with a new pedestrian / cycleway bridge over the railway in order to provide safer access. Therefore, any masterplan for the site should fully investigate the potential for it to deliver a new single bridge crossing over the railway line, in co-ordination with Policy S2, with the intention of retaining the PRoWs as far as possible. In addition, provision should be made for pedestrian linkages via the road bridge to the south west of the site
- 3.241 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

#### **Policy S19 - Conningbrook Residential Phase 2**

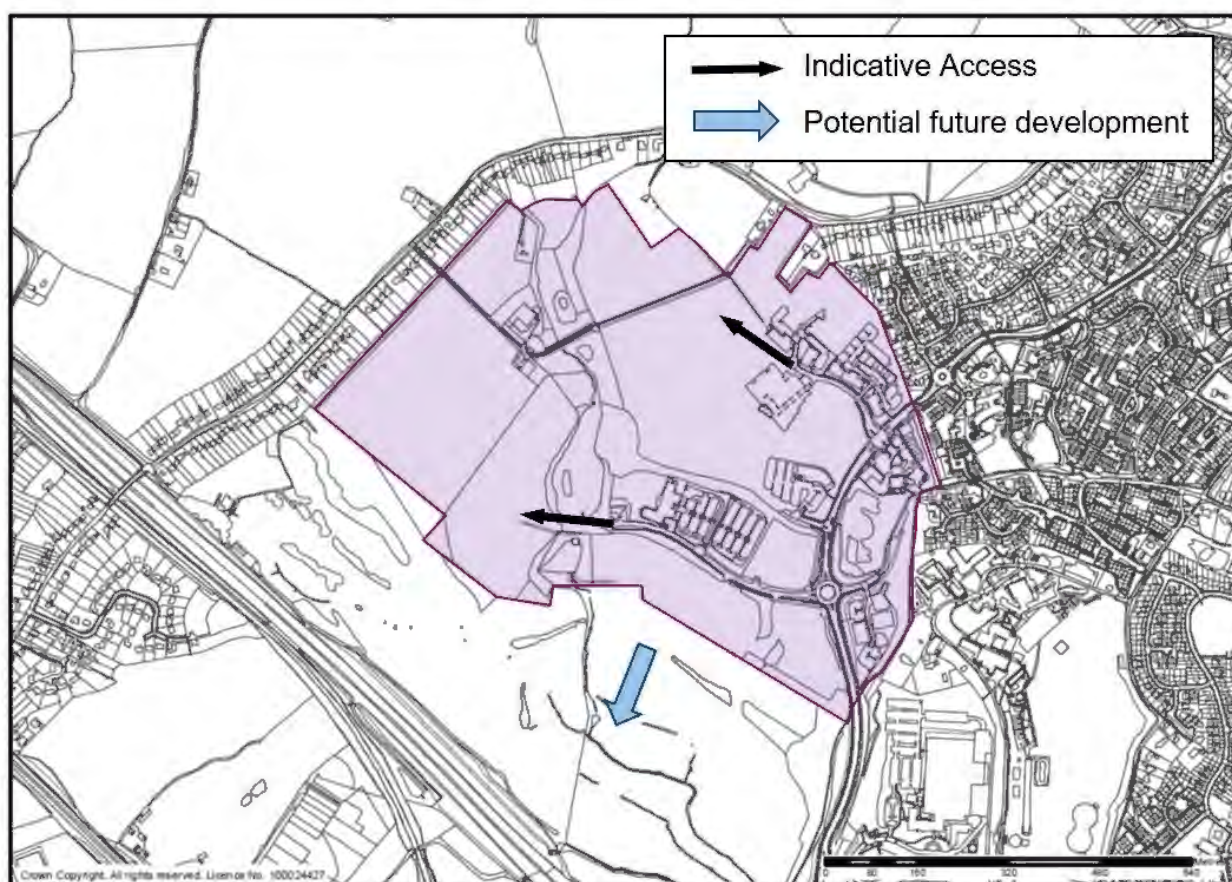
**The Conningbrook Phase 2 site is proposed for residential development with an indicative capacity of 170 dwellings. Development proposals for this site shall:**

- a. Be designed and laid out to take account of the proposals set out in any agreed masterplan for the wider Conningbrook development area;**
- b. Provide a designed active frontage of the site onto the A2070 Kennington Road;**
- c. Be designed and laid out to take account of the adjoining residential development at Conningbrook Residential Phase 1, including providing a link between the two schemes;**
- d. Minimise the impact of noise and vibration from the railway line on the amenity of future occupiers of the development, informed by a noise and vibration assessment;**
- e. Provide a substantial landscaped screening, incorporating the retention of a belt of mature trees between the development and the railway line;**
- f. Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with ENV1;**
- g. Ensure that any land contamination issues are satisfactorily resolved or mitigated;**
- h. Provide a proportionate contribution towards primary education to contribute towards the delivery of the primary school on the adjoining site (Policy S2);**
- i. Provide a proportionate contribution to be used towards delivering the vision of the Conningbrook Country Park masterplan;**
- j. Provide and agree proposals for managing overflow parking from large events at the Julie Rose Stadium;**
- k. Provide a proportionate financial contribution to the delivery of Highway England's scheme for a new M20 Junction 10a; and,**
- l. Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**

**Development on this site shall not be occupied until the proposed scheme for M20 Junction 10a is opened to traffic, in accordance with Policy TRA1, unless otherwise agreed with the Council and Highways England.**



## Eureka Park



- 3.242 The site is located in the north western part of the Ashford urban area and is bounded by Sandyhurst Lane to the north which is characterised by ribbon residential development that directly abuts the Eureka site. To the south and south west, the site adjoins the Ashford golf course whilst to the east is the existing residential development of Goat Lees. The A251 Trinity Road runs through the eastern part of the site linking to the M20 junction 9.
- 3.243 The Eureka Park area was identified in the Ashford Local Plan (2000), the Core Strategy (2008) and the Ashford Urban Sites and Infrastructure DPD (2012) as a key strategic employment area. The Urban Sites & infrastructure DPD makes it clear that the Eureka site plays an important role as the principal 'higher-order' business park for the town. It is emphasised that it is essential to be able attract headquarter buildings and 'blue-chip' companies to an attractive parkland-style business environment with the aim to broaden the economic base of Ashford and provide a wider set of employment opportunities. The area provides a different type of offer to the other business locations in the town and it is important that this type of provision continues to be accommodated.
- 3.244 There are established B1 uses along both sides of Trinity Road and along Nicholas Road (Brake Brothers). The areas known as Northdown 1 and 2, which lie between Nicholas Road and Upper Pemberton, are now constructed and fully occupied. Eureka Place is a local centre that provides a range of shops and services for both residents and employees.
- 3.245 The proposed policy area extends beyond the area identified in previous Local Plans to include the area to the north and north-west, extending to the boundary with the properties that border Sandyhurst Lane.

- 3.246 The Local Plan provides the opportunity to review the overall approach to this area. It is critical that the site remains a strategic location for higher-order employment development recognising the importance of the area to the overall business offer of the town but there is the opportunity to re-consider the potential for some high quality residential development on part of the extended site that could fit in with the overall development concept on the site and improve the overall development offer. A high quality mix of employment and residential development in an attractive landscaped setting could deliver wider benefits to improve the business attraction of the site in particular as well as the town as a whole.
- 3.247 It is proposed that detailed site proposals should be determined following a detailed and inclusive masterplanning exercise that should inform any planning application for development on the site. The site is proposed for an indicative capacity of 375 dwellings and 20 hectares of commercial development.
- 3.248 In terms of the employment development, the Eureka Park site will not be appropriate for all types of employment uses. For instance, it is unlikely that primarily B2 or B8 uses will be acceptable here. However, it is possible to broaden the scope of potential uses here beyond just B1 office developments. For example, health care facilities or similar high quality services that complement the wider B1 office elements of the site may be acceptable where these generate new jobs for the area. Beyond the existing local centre, retail or leisure uses will not be acceptable as these should be located in, or closer to, the town centre.
- 3.249 The character of the site and its wider strategic role dictates that new commercial development must be of a particularly high quality in respect of its design, layout and materials. In general, B1 commercial building footprints should be limited to not more than 20% of the total area of the Business Park and generous planting and landscaping should be provided to ensure the proper “parkland” character of the area is maintained. The topography of the site varies significantly, generally rising from the south to the north towards the adjoining residential areas. Innovative designs that complement this topography should be considered with the potential for taller buildings (up to four storeys) on the lower-lying parts of the site nearest the golf course being an option. Conversely, on those parts of the site closest to the Goat Lees housing estate, proposals must ensure that buildings are orientated to generally face away from nearby dwellings and should be designed and laid out to minimise the potential impact on residential amenity from noise and disturbance from vehicle movements and intrusive lighting.
- 3.250 Residential development shall be located primarily west of the lake that lies in the middle of the site but would also be suitable on land to the south of Grosvenor bungalow on the higher part of the site and, on a more limited basis, south of Nicholas Road opposite the Brake Brothers office. In locations which adjoin employment areas, the masterplan should determine the precise nature and orientation of the residential development to take account of future residential amenities and the likely operational requirements of the employment sites.
- 3.251 At the western boundary of the site, there should be a generous landscaped buffer provided to reduce the impact and provide some visual separation to the properties on Sandyhurst Lane, and taking into account the proximity of the Kent Downs AONB close to the site’s western boundary. In general, residential development here should be of a lower average density to reflect the wider parkland setting of the whole site with average residential densities for individual parcels determined through the masterplan.
- 3.252 Given the location, size and number of housing units envisaged on this site, 30% of the dwellings shall be provided as affordable housing, in accordance with policy HOU1.

- 3.253 Vehicular access to the site shall only be from Trinity Road. The current access points at Nicholas Road and Upper Pemberton should form the principal access points to the site, with the former providing the main entrance to the residential development west of the lake and the latter forming a loop to serve the employment development west of Trinity Road and a secondary access to the residential areas. There should be no vehicular access from Sandyhurst Lane other than for emergencies, although pedestrian and cycleway connections from the development to Sandyhurst Lane should be provided.
- 3.254 Parking provision for the site shall be in accordance with the standards proposed for residential and employment developments in policies TRA3 (a) and TRA3 (b) of this Plan but proposals for development of the area shall also need to include arrangements for parking and traffic management to minimise the risk of staff parking in nearby residential streets (e.g. a controlled parking zone). Alongside this, development proposals shall contribute financially towards the operation of a regular and frequent bus service to the town centre. This service should directly serve both the employment and residential areas of the site.
- 3.255 Outside the site, strategic highway access is provided by the recently improved M20 Junction 9 and the Drovers Roundabout. It is expected that development here will make a proportionate contribution to the repayment of the forward funding of the junction improvements by the HCA.
- 3.256 While it is expected that the delivery of improvements to the strategic road network will greatly enhance the ability of sites to come forward at pace, there will still be a need to ensure that traffic movements resulting from development proposals are sustainably managed. Therefore, a Transport Statement/Transport Assessment should be provided in accordance with Policy TRA8.
- 3.257 Proposals for the site will need to be based around a comprehensive landscaping and open space strategy that incorporates attractive pedestrian routes through the site. The lake that lies in the centre of the development area should provide the focal point for the strategy with landscaped routes feeding out through the site from this location, including the existing wooded area to the north. An east-west route from the Eureka Place local centre to Sandyhurst Lane should also form part of the strategy. This strategy should also include provision of SuDS to serve the surface water drainage requirements for the site.
- 3.258 The proximity of the local centre means that the development is not expected to provide similar facilities as part of the residential area on the site but financial contributions to the delivery of off-site facilities for education, play facilities and sport will be required to meet the demand generated by the development. Informal public open space should be planned into the layout of the development as part of the landscaping and open space strategy.
- 3.259 The site adjoins the Ashford Golf Club land to the south. The Club has considered moving to a new site within the Borough. At the time of preparing this Plan, no firm proposals for relocation have come forward but it is reasonable to anticipate that this may occur during the Plan period. If a suitable site for relocation of the Club can be identified and the Club decide to vacate their current site, this land would form, in principle, a natural extension to the Eureka Park site. As vehicular access to the Golf Club land is from Sandyhurst Lane and thus heavily constrained, proposals for Eureka Park must ensure access to the golf club land is available via the development and where necessary access roads should be constructed to the site boundary.

**Policy S20 - Eureka Park**

The site at Eureka Park is proposed for a mix of commercial (around 20ha) and residential development (indicative capacity of 375 dwellings).

Development proposals for this site shall be designed and implemented in accordance with an agreed masterplan for the general layout and delivery of development and related infrastructure on the site.

Development proposals for the site shall include the following elements:-

- a) A comprehensive landscaping and open space strategy, incorporating a linear park based around the existing lake and proposals for the future management and maintenance of the areas of shared open space and SuDS;
- b) A generous landscaped buffer to residential properties along Sandyhurst Lane;
- c) A drainage strategy that includes proposals to provide SuDS in accordance with Policy ENV9;
- d) New pedestrian and cycle routes throughout the development with connections to Sandyhurst Lane and existing routes. The Public Rights of Way running through the site should be maintained and incorporated within the development;
- e) Vehicular access to the site shall be provided from Trinity Road only;
- f) Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with ENV1 with particular regard to The Warren Local Wildlife Site;
- g) The provision of vehicular connections to the southern boundary of the site;
- h) Parking provision on-site to meet at least the minimum parking standards for residential and commercial development set out in policies TRA3 (a) and TRA3 (b);
- i) A proportionate financial contribution towards the repayments of the forward funding that delivered the M20 Junction 9 & Drivers roundabout improvements;
- j) A proportionate financial contribution to the extension of local bus services to serve the development;
- k) Laid out and orientated so that the residential amenity of neighbouring occupiers is preserved; and,
- l) A connection to the sewerage system at the nearest point of adequate capacity, in collaboration with the service provider, and ensure future access to the existing sewerage system for maintenance and upsizing purposes.

*Continued....*



**In addition, for commercial proposals on the site, the following will also be required:-**

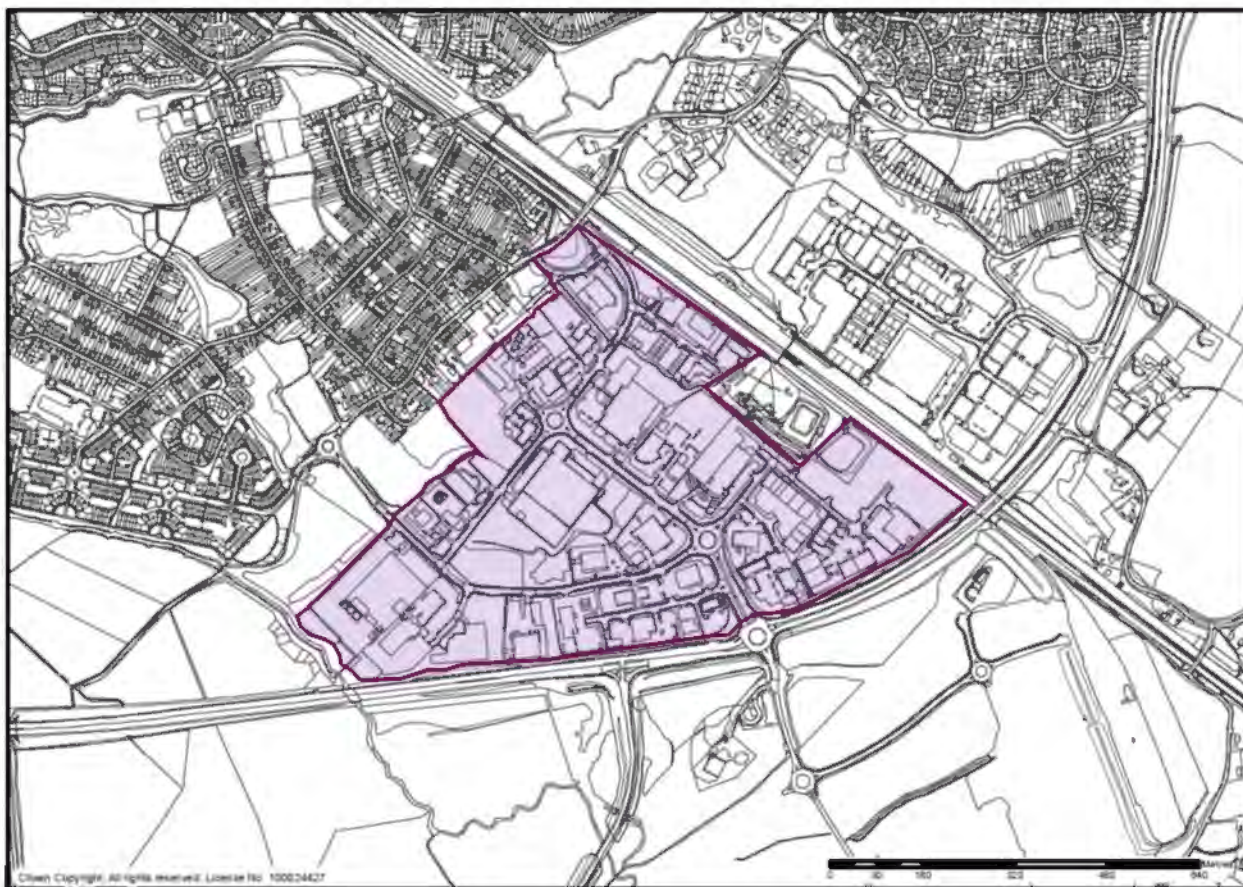
- **Individual commercial buildings shall be imaginative in their architectural style and designed to sit comfortably in a parkland setting, with car parks and service areas located discreetly, and additional landscaping used where necessary to help reinforce the parkland setting;**
- **The plot ratio for each commercial development parcel should not exceed 0.4:1;**
- **The footprints of B1 buildings are limited to no more than 20% of the total area of the Business park and that each development parcel achieves a minimum of 50% of “soft” landscaping**

**For residential proposals on the site, the following will also be required:-**

- **A residential design strategy setting out the key design criteria and average net residential densities on different plots and, where appropriate, how residential development will juxtapose with adjacent employment uses.**
- **The provision of proportionate financial contributions towards off-site primary and secondary education facilities, children’s play equipment and sports facilities.**



## Orbital Park



- 3.260 Orbital Park is located on the south eastern edge of the urban area adjacent to the A2070 Southern Orbital Road. The site has been identified as a strategic employment site in previously adopted Plans and has been extremely successful in delivering employment floorspace. The site comprises various employment uses spread over a large site area. Although the majority of the site has now been developed, there are still plots where new development could take place.
- 3.261 Traditionally, Orbital Park has seen a range of different employment – generating uses from more general B1 and B8 uses to car showrooms, restaurants, a hotel and the relocation of the cattle market from the town centre. Orbital Park is therefore an important employment location within the urban area. With the proposed development to the south and east of the site at Cheesemans Green/Finberry and Waterbrook this site will play a key role in delivering a variety of local job opportunities.
- 3.262 Given its current important role in delivering employment floorspace, it is more important now that the remaining plots at Orbital Park are retained for more traditional B-class employment uses. Alternative provision within the town centre has been made for retail (including restaurants) and hotel uses and further proposals for these uses will not be acceptable at Orbital Park. Other, sui-generis uses may be acceptable where they are significant employment generators, for example motor dealerships that contain a repairs/servicing element.
- 3.263 In common with the Council's previous policies for development at Orbital Park, it remains appropriate to ensure that the remaining areas (and any redevelopment proposals) deliver a suitable form and density of development. Higher density office proposals are not suitable for

this location and therefore a maximum plot ratio figure of 0.4:1 should apply to all B1 office uses here, so that a 1ha plot should accommodate no more than 4,000m<sup>2</sup> of B1 office space.

- 3.264 The site is very prominent when viewed from the A2070 Southern Orbital Road and abuts residential development on part of its northern/north-western boundary. New buildings should be designed and oriented to avoid any significant impact on the residential amenity of neighbouring occupiers. Consideration will need to be made regarding the layout and topography of the site. The site slopes down towards the East Stour River and the trees and hedgerows in the area are important features. Detailed proposals should aim to protect these and incorporate them in the overall design of the site.
- 3.265 The site also contains the Boys Hall scheduled Ancient Monument (the remains of a moated house). This requires protection, including an open buffer between it and any development. The effect of any proposed development on the monument will be an important issue, including the proposal's impact on the level of the water table in the area.
- 3.266 Landscaping of developments here should also comply with the approach taken in previous development plans to ensure a consistent approach to the remainder of the development land. At least 20% of each development plot area should be available for "soft landscaping" such as planting or water features with opportunities to enhance existing features such as groups of trees, or hedges, being taken where possible.
- 3.267 As a result of previous planning permissions, developing the majority of the remaining undeveloped plots at Orbital Park is not constrained by the need to deliver any off-site highway improvements, either at junction 10 of the M20 or at the A2070 junction that provides the main access into the site. The remaining vacant plots in the "central island" of the site (enclosed by The Boulevard, Monument way and the long barrow) would be constrained in this way and as such, may also be brought forward for development when it can be demonstrated through a robust Transport Assessment (as per Policy TRA8), that sufficient capacity is available at both the motorway junction and the A2070 junction to accommodate the form of development proposed.

**Policy S21 - Orbital Park**

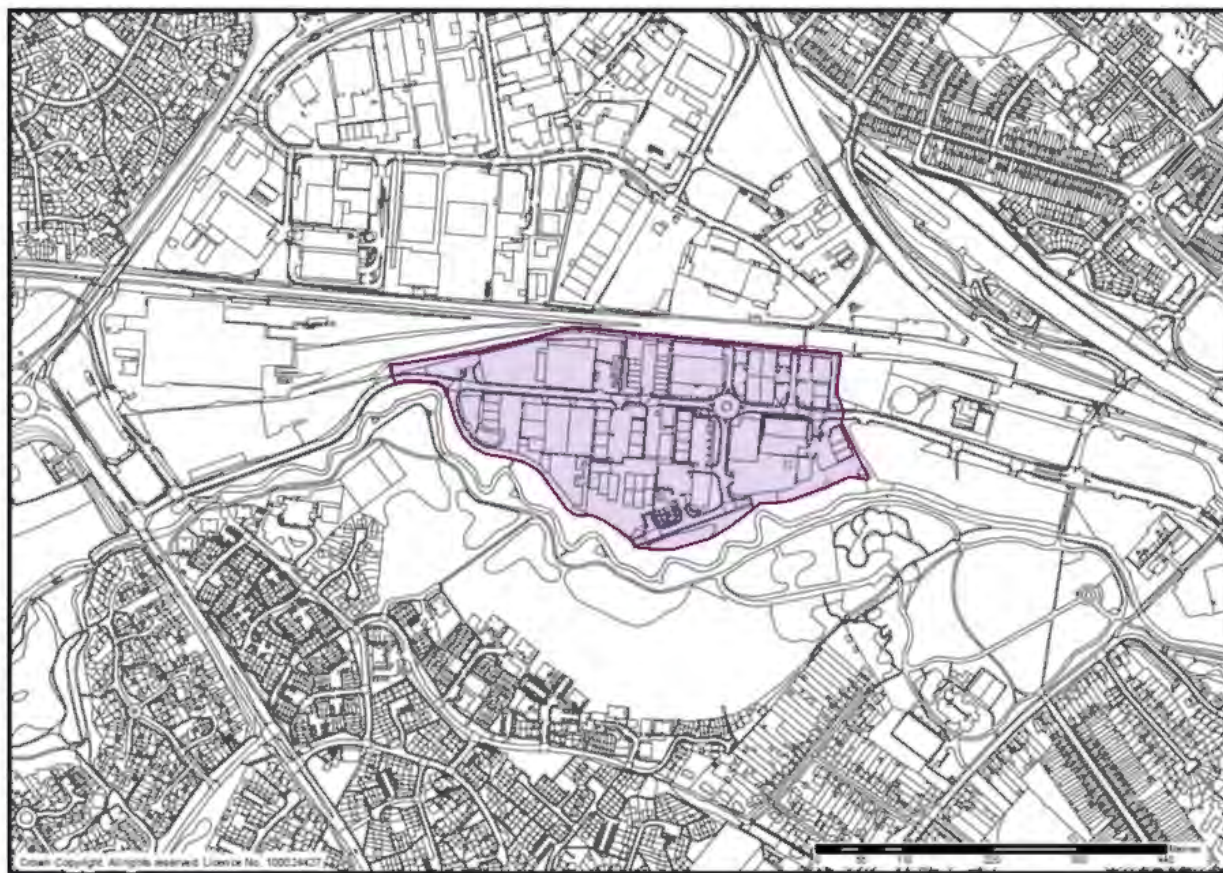
Land at Orbital Park is allocated for B1, B2 and B8 uses. Other sui-generis uses that generate a significant employment output may also be acceptable.

Development proposals for this land shall:

- a) Be designed to avoid any significant impact on the amenities of neighbouring residential occupiers on the site's northern boundary;**
- b) Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with policy ENV1. Particular regard should be given to protecting existing important habitats (especially alongside the East Stour river and within the South Willesborough Dykes Local Wildlife Site) and designing the site layout to provide new habitat links – such as planted areas, hedgerows and ditches – linking habitats and providing routes for wildlife and provide for the long term habitat management of these areas;**
- c) Ensure that the plot ratio for the development of B1 office plots does not exceed 0.4:1; and,**
- d) Preserve or enhance the setting of the Boys Hall scheduled ancient monument.**



### Chart Industrial Estate



- 3.268 The Chart Industrial Estate is a well established employment site in the western part of Ashford, approximately 2km from Junction 9 of the M20 and accessed via Leacon Road and Victoria Way. The site is self contained, bounded to the north by railway lines and to the south by the river corridor, with parts of the area lying in Flood Zone 3. The site has a mix of B1, B2 and B8 uses with a variety of premises from high quality modern industrial space to older premises.
- 3.269 The site lies relatively close to the town centre and adjacent to town centre redevelopment areas making it an important area for locating jobs. The area has been identified as one with redevelopment potential which could accommodate a higher density form of development and the construction of Victoria Way, creating a through route to Leacon Road, has opened up this area improving access to the town centre.
- 3.270 This change in the accessibility of the area means that it becomes suitable for a wider range of uses and potentially a denser form of development, particularly along Victoria Way itself. Redevelopment proposals could be for alternative employment uses within use classes B1-8 as well as other employment generating uses such as tourism, healthcare and education.
- 3.271 The area contains a number of existing employers, and as it is not the Council's policy to encourage redevelopment of their facilities for other uses until alternative land or premises within the town are available, there is likely to be limited potential for redevelopment prior to new employment areas requiring new infrastructure coming forward.
- 3.272 This location is an important transitional area between the higher density mixed use developments envisaged to the east in the town centre, and the more suburban character of western Ashford

leading out to Singleton and beyond. The existing, relatively low density, warehousing and storage character of the area would provide a sudden and jarring change to the urban environment envisaged to the east. Therefore the vision for the area is for it to gradually evolve to accommodate a greater mix of different, primarily employment generating uses with potential for some residential development in the longer term.

- 3.273 Proposals will need to contribute to this overall vision for the area with Victoria Way being a major determining factor in a scheme's design and layout. The public realm and design of buildings fronting Victoria Way will be particularly important. Currently, buildings in this area tend to present blank facades to Leacon Road but redevelopment proposals should re-orientate buildings to present the main facade to this main thoroughfare, with the aim of creating more active street scene through this area which will complement the high quality public transport linkage that has been created. It is important that schemes here relate well to the site's location adjoining the town centre.
  
- 3.274 A large area south of Victoria Way lies within Flood Zone 3. This area has the attraction of a riverside setting next to the Green Corridor but any proposal for development will need to adhere to policy ENV2. Proposals will need to demonstrate that adequate mitigation measures against flooding will be in place as well as providing a protective buffer from the building line to the river bank. A flood risk assessment should be produced in consultation with the Environment Agency.
  
- 3.275 An existing sewer runs beneath the site and any layout of development will need to ensure that the existing sewerage infrastructure on site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.
  
- 3.276 The location of the site along the riverside Green Corridor is important. At present the existing development does not relate well to the riverside area so any new development should improve the relationship of the site to the riverside and have regard to nature conservation interests. There is extensive open space within the Green Corridor at Victoria Park and Watercress Fields on the southern side of the river and accessibility should be improved by providing a new pedestrian/cycleway bridge link.



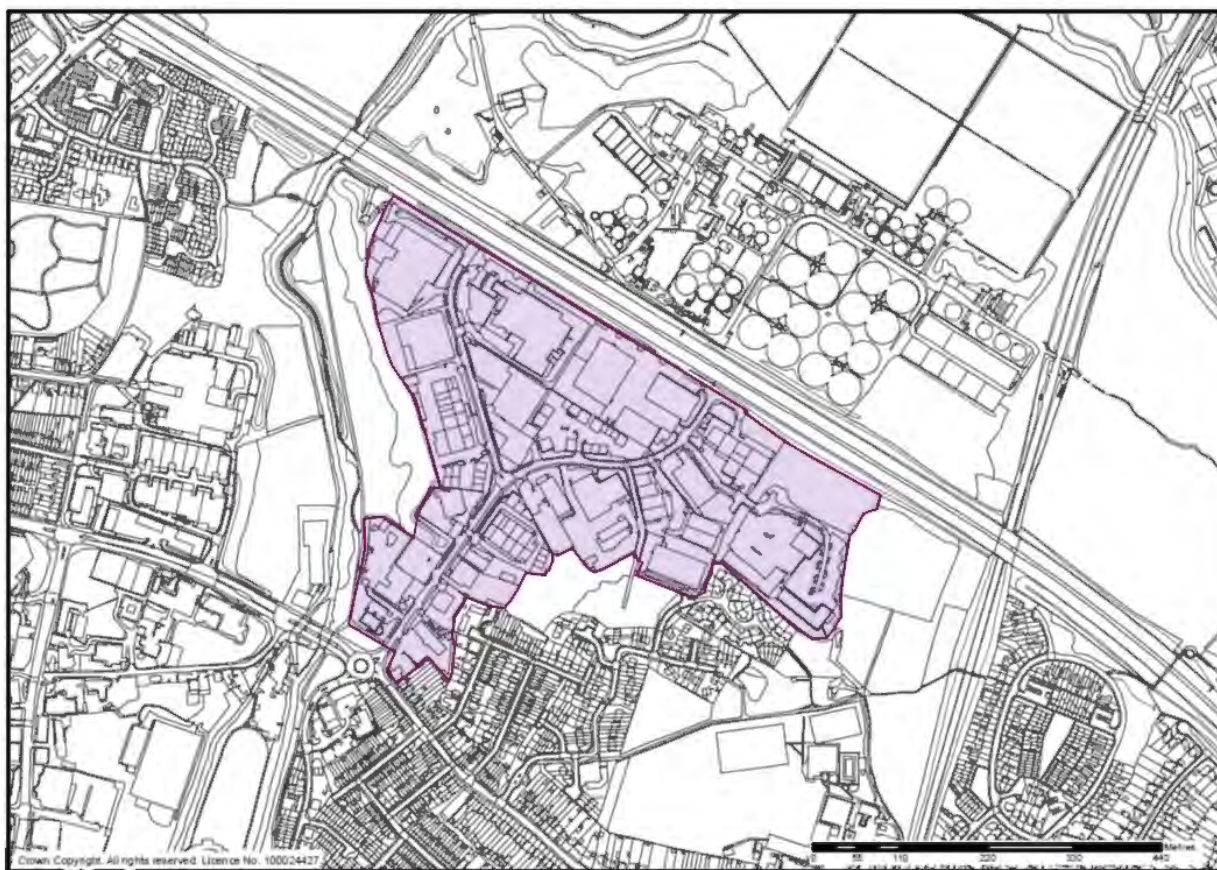
**Policy S22 - Chart Industrial Estate**

Land at the Chart Industrial Estate is allocated for B1, B2 and B8 uses and has the potential to be redeveloped more intensively than its current layout. Proposals for other employment generating uses would also be acceptable in principle provided that existing employment uses can be relocated within Ashford and policy EMP2 is complied with.

Development proposals for this site shall:

- a) Create a built form with a scale, design and layout which respects the long term vision for this part of Victoria Way;**
- b) Appropriate species habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with ENV1. Particular regard should be given to the riverside setting of the site, nature conservation interests and the need to take account of the wider riverside corridor area;**
- c) Include a full flood risk assessment prepared in consultation with the Environment Agency. Where necessary, innovative design solutions should be employed to achieve appropriate mitigation measures;**
- d) Provide a pedestrian/cycle bridge over the Great Stour to link with the greenspaces to the south of the river; and,**
- e) Ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

### Henwood Industrial Estate



- 3.277 Henwood Industrial Estate accommodates a range of B1, B2 and B8 uses. It is an important strategic employment location within the town and has been allocated for primarily employment uses in previous Local Plans. It lies to the north east of the town centre close to local services. The site is reasonably self-contained, bounded to the west by the river and green corridor, to the north by the M20 and to the south east by existing residential development.
- 3.278 The potential for expansion of the area is limited to one relatively small piece of land located north of the recently developed KCC highways depot. This is bounded to the north by the M20 and has the potential for a wide range of B class uses.
- 3.279 Henwood is an older estate where redevelopment of poorer buildings could upgrade the stock and add more employment floorspace, while refurbishment or subdivision of units would also be appropriate. An example of this is the Javelin Enterprise Park which is a conversion of an older factory to small industrial units. In principle, this approach is encouraged where this would generate new jobs and investment but this will need to be considered against the range of premises available across the town to ensure that a suitable range of types and sizes remain.
- 3.280 The site lies in close proximity to existing residential properties and any development proposals here therefore need to demonstrate that they would not have any adverse impact on residential amenity.
- 3.281 Parking should be provided in accordance with policy TRA3 (b) to ensure new development does not compound existing inappropriate parking in residential streets. Where development necessitates highway and transport improvements, these will need to be agreed by KCC as part of the planning application process and may need to be wholly or partially funded by the

developer.

- 3.282 A part of the site to the west falls within flood zone 2 and 3, and the site is located in a groundwater source protection zone. Any development proposals for this area of the site will require a flood risk assessment, which includes the vulnerability of the area to surface water flooding, and a groundwater risk assessment, to be produced in consultation with the Environment Agency.

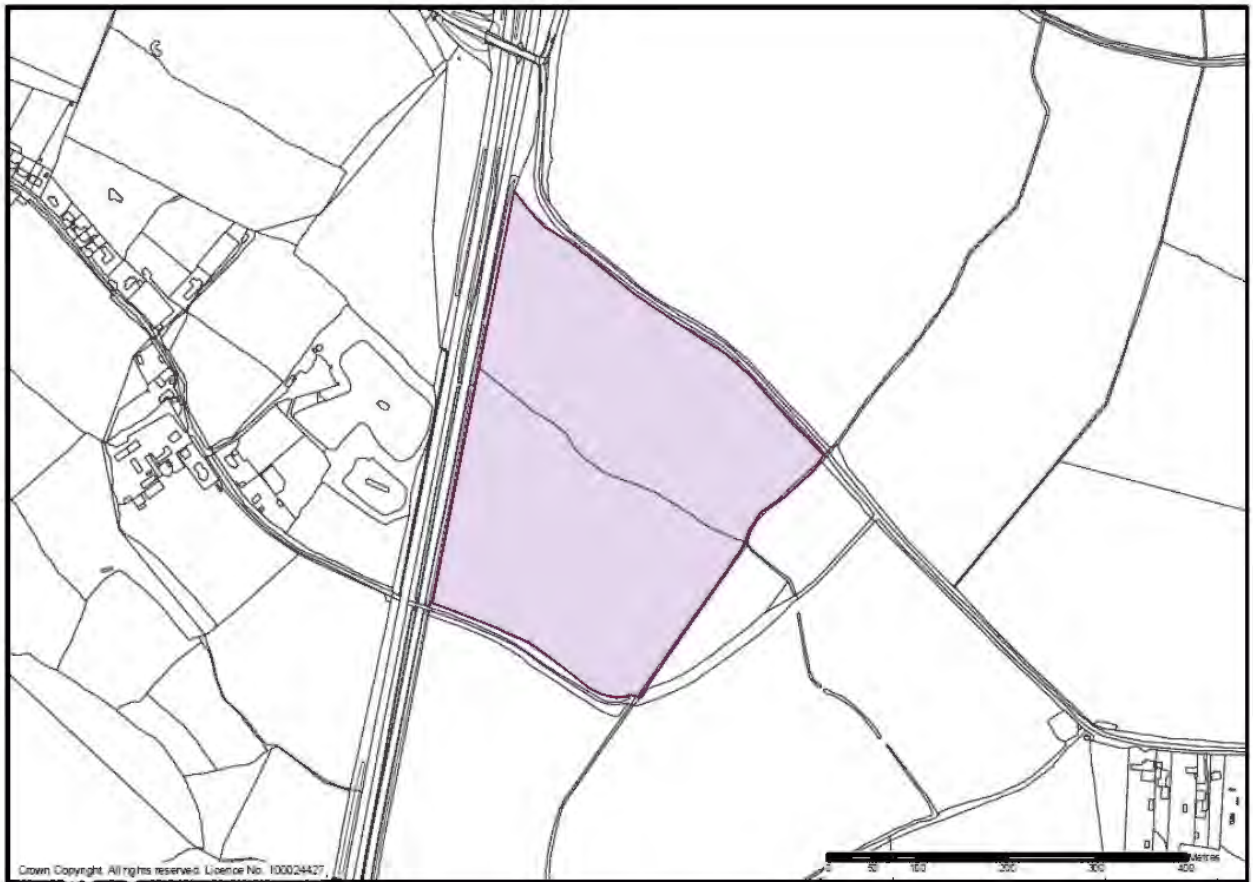
**Policy S23 - Henwood Industrial Estate**

The Henwood industrial estate is proposed for B1, B2 and B8 uses. This industrial estate has potential for gradual upgrading and replacement of older premises. Detailed proposals for any new development on vacant plots or redevelopment will need to ensure:

- a)** That future redevelopment or intensification of existing developments will not result in a shortage of available premises of a particular size or type in Ashford;
- b)** Proposed uses would not have a significant adverse impact on the amenity of local residents; and,
- c)** Include a full flood risk and groundwater risk assessment to prevent pollution of controlled water both prepared in consultation with the Environment Agency and provide SuDS in accordance with ENV9.

## Urban Area

### Land South of Brockman's Lane (Bridgefield)



- 3.283 The site is located between Brockman's Lane to the north, the Ashford- Hastings railway line and A2070 bypass to the east and the southern boundary of the site is formed by a mature hedge and a bridleway, which crosses the A2070 and into Steeds Lane. Beyond this, the south and east is open countryside. The eastern edge of the site adjoins a section of the South Willesborough Dykes. The site is currently in agricultural use.
- 3.284 Critically, land on the northern side of the Brockman's Lane is identified for residential development in this Local Plan in Policy S14. The allocation of that site presents the opportunity to bring forward this additional area of land to achieve a comprehensive approach to the area, and form part of the wider network of development and supporting infrastructure that could be well connected to adjoining development and services. Park Farm is well served by public transport via local bus services and there is a proposal for a rail halt station along the adjacent Ashford-Hastings railway line. Development of this site should make provision for local bus services and contribute towards the provision of the Ashford- Hastings rail station if required.
- 3.285 The total site area is approximately 11 hectares but there are significant flooding constraints in the area that affect the southern and eastern parts around the South Willesborough Dykes and as a consequence the developable area in the north western areas of the site is approximately 5 hectares with a development capacity of 100 dwellings which reflects the net residential densities of the adjoining development at Bridgefield.



- 3.286 Designed and layout proposals must take account of the topography of the site. Dwellings should be orientated to enable overlooking and natural surveillance of any open areas. The development should be no more than 3 storeys in height due to the edge of countryside location, and 3 storeys would be most appropriate along the railway line edge, reflecting the Bridgefield scheme.
- 3.287 Access is proposed via Brockmans Lane, and it is recommend that as part of this development that the speed limit along Brockmans Lane is reduced to 40mph. The proposed development at the adjacent site (S14) indicates a proposed site access adjoining the existing controlled junction at Finn Farm Road and it is proposed that the development of the S14 site should investigate the potential to improve the overall junction arrangements in this vicinity.
- 3.288 There is a pedestrian connectivity constraint with regards to delivery of this site, which is that there is no footway connection and no means of providing a footway connection until connections with Park Farm South East can be achieved. Therefore the Council could not support this site coming forward in advance of S14 but the site can be developed once the necessary infrastructure is in place to serve the S14 site. Furthermore, more thought needs to be given about bus provision and how the Park Farm South East site and this site will be served. A new service is likely to be required to serve these two sites due to the distance from the existing services at Park Farm East (Bridgefield).
- 3.289 Flood zone 2 and 3 covers the eastern and southern part of the site which is unsuitable for development but may provide opportunities for sustainable drainage solutions, and is also identified as potential future area for Green Corridor designation. The developable area outside of the flood constraints will need to be supported by a full flood risk assessment which should be carried out in consultation with the Environment Agency.
- 3.290 The site is located within a mineral safeguarding area. A Minerals Assessment must be undertaken and submitted in accordance with the Kent Minerals and Waste Local Plan Safeguarding SPD, to establish whether any extraction is required in advance of residential development.
- 3.291 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

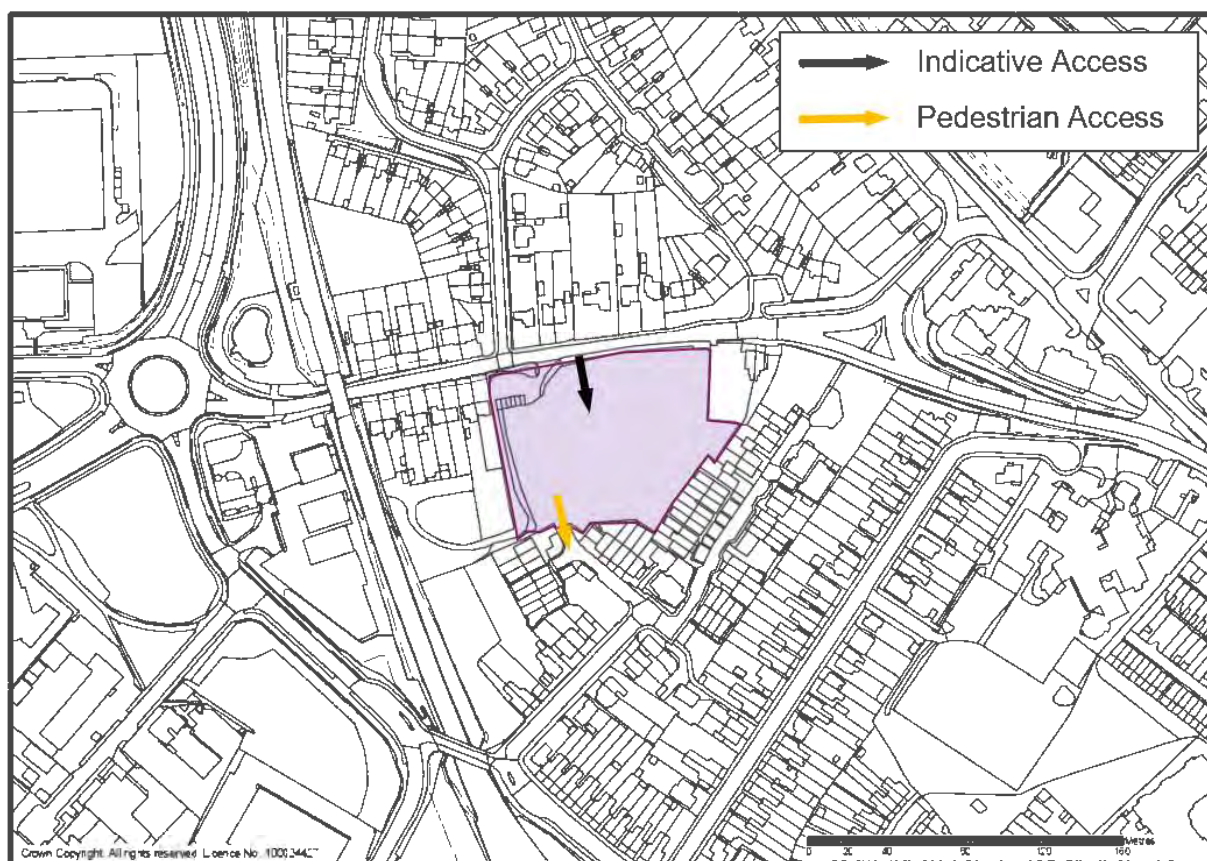


**Policy S45 – Land South of Brockman’s Lane, Bridgefield**

The site to the south of Brockman’s Lane is proposed for residential development with an indicative capacity of 100 dwellings, to be delivered after completion of the necessary infrastructure to serve the adjacent S14 site. Development proposals for this site shall:

- a) Be designed and laid out to take account of the topography of the site. Dwellings should be orientated to enable overlooking and natural surveillance of open areas. The development should be no more than 3 storeys in height;
- b) Be accessed from Brockman’s Lane;
- c) Make provision for links to the public transport network including contributions to the rail station along the Ashford-Hastings railway line if required;
- d) Provide new pedestrian and cycle routes throughout the development with linkages into the wider network and adjoining developments – emphasise pedestrian/cycle linkages to the adjoining site and network;
- e) Provide generous landscaping along the southern edge, retain hedging along Brockman’s Lane and create a suitable and appropriate landscape buffer along the western edge adjoining the Ashford – Hastings railway line;
- f) Facilitate and contribute to the proposed extension to the Green Corridor designation along the southern and eastern parts of the site;
- g) Include a full flood risk assessment prepared in consultation with the Environment Agency;
- h) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,
- i) Prior to the grant of planning permission for non-minerals development at the site, the applicant shall prepare and submit a Minerals Assessment to establish whether any prior extraction of minerals should take place in advance of residential development.

## Chart Road (A28), Ashford



- 3.292 This site is part of the former Ashford Hospital site in Kings Avenue, which was identified as a potential redevelopment opportunity in the Urban Sites and Infrastructure DPD adopted in 2012, and has been mostly redeveloped for residential use. This remaining part of the site, which adjoins Chart Road (A28) was initially retained as a potential site for a healthcare facility, however, it has now been determined that this use is not to be pursued, and therefore this area is now available for residential development. The site currently lies vacant with hoardings around its perimeter.
- 3.293 The site is located close to the town centre within a largely residential area, and at 0.8ha is therefore considered suitable for around 25 dwellings. The primary vehicular access should be from Chart Road, as shown on the policies map, and a connection to the footpath on Chart road with a formal pedestrian crossing facility across Chart Road is required. Pedestrian and cycle access should also be provided through to the new development of Kings Avenue, at the point shown on the policies map.
- 3.294 Given the character and appearance of the surrounding areas, a scheme of 2 - 3 storey buildings would be most appropriate here. The design and layout must take account of the residential amenity of neighbouring occupiers. Particular attention needs to be given to the topography of the site which slopes up from Chart Road towards the old hospital buildings and any potential impact on residents on the northern side of Chart Road. The site lies in close proximity to the Ashford-Maidstone railway line and the Channel Tunnel Rail Link. The potential noise impact of both will need to be taken into account in any detailed design and layout. On the north-west corner of the site, there is a row of garages and an informal parking area which serve 23-33 Chart Road. The previous policy identified that this area could be redeveloped as part of the site and replacement parking facilities for those properties provided within the redevelopment. This is optional and should be considered in consultation with the homeowners.

- 3.295 Due to the close proximity of the new open space and play area in King's Avenue, there will be no requirement to provide open space provision on site, but contributions to the maintenance of that facility will be sought.
- 3.296 A small part of the site falls within an area of Groundwater Vulnerability and therefore Policy ENV8 requirements will apply. In addition, there is potential for land contamination due to the site location and former land use and appropriate surveys should be undertaken.
- 3.297 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S46 - Chart Road**

**The site in Chart Road is proposed for residential development with an indicative capacity of 25 dwellings. Development proposals for this site shall:**

- a) Provide vehicular access from Chart Road;**
- b) Provide an extension to the existing footways and create a formal pedestrian crossing facility across Chart Road;**
- c) Provide a pedestrian/cycle access through to Kings Avenue;**
- d) Have a design/layout appropriate for the site's location adjacent to residential areas and addresses the possible noise impact from the railway and Channel Tunnel Rail Link;**
- e) Provide replacement parking facilities for the residents of 23-33 Chart Road, if redevelopment is to include the current area which they are located; and,**
- f) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**





## Chapter 4 Tenterden and the Villages Site Policies

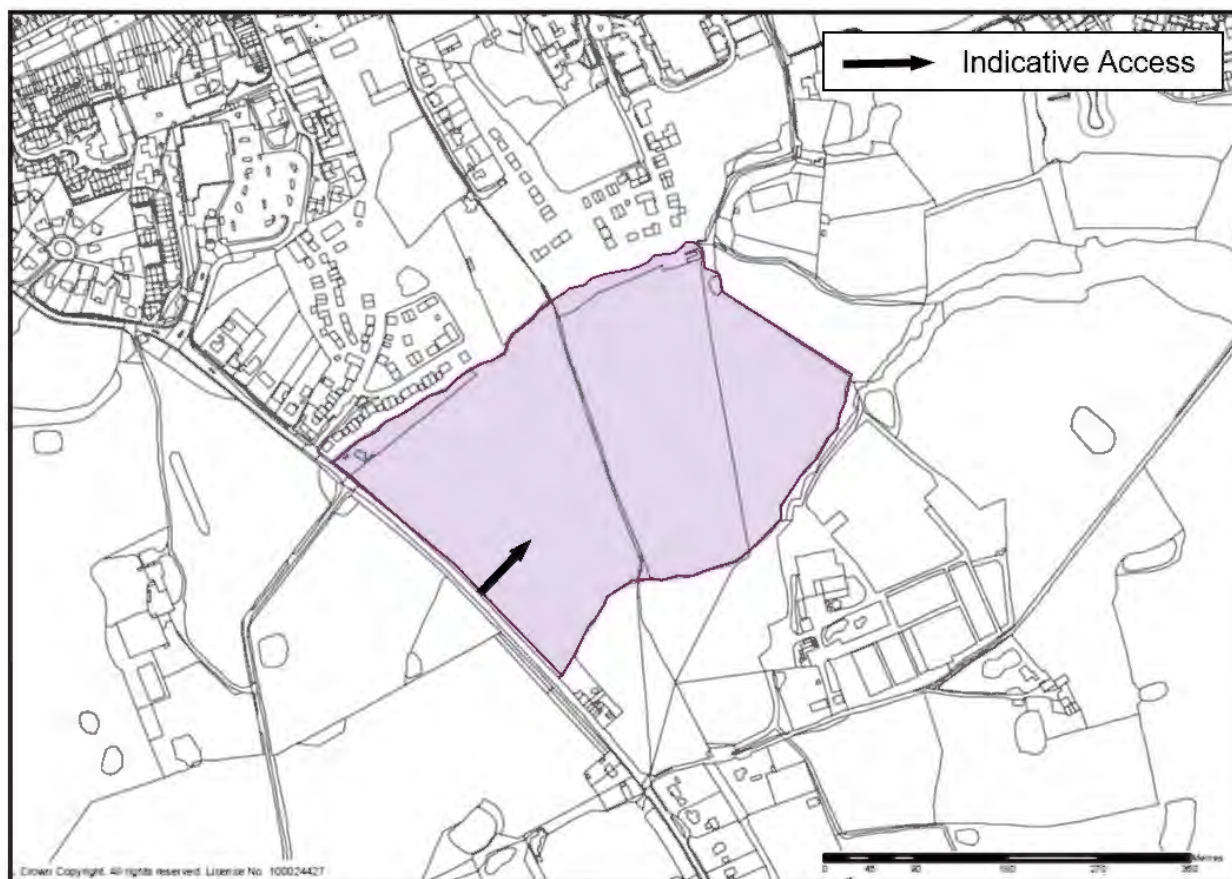




## CHAPTER 4 – TENTERDEN AND THE VILLAGES SITE POLICIES

- 4.1 This section of the Local Plan deals with a set of detailed site specific policies.
- 4.2 The site policies set out a range of criteria that development of the site must adhere to and the policy should be read in conjunction with the reasoned justification that precedes it. There are number of other relevant policies set out in this Plan that will apply to all sites, as well as those specific criteria set out in the site policy, which have not been repeated in the site policies. These include, but are not limited to, the following:
- Affordable housing requirements (Policy HOU1),
  - Providing a range and mix of dwelling types and sizes (Policy HOU18),
  - Sustainable Drainage Systems (Policy ENV9),
  - Parking Standards (Policies TRA3 (a) and (b),
  - Improvements to bus services (Policy TRA4),
  - The protection of the integrity of European Sites and enhancement of biodiversity (Policy ENV1),
  - Sewerage and draining provision (Policy ENV8),
  - Delivery of community provision and facilities (Policy COM1),
  - Delivery of sports, recreation and play space (Policy COM2),
  - Delivery of needed infrastructure (Policy IMP1).
- 4.3 The Local Plan should be read as a whole, but in the event of any conflict between a site specific policy and a generic policy, the site specific policy should take precedence.

## Tenterden Southern Extension Phase B



- 4.4 The area to the south of Tenterden town centre was identified for development in the Tenterden and Rural Sites DPD adopted in 2010 (policy TENT1) and was subdivided into two phases - A and B. The whole site is a unique opportunity to create a small urban extension to Tenterden that lies outside any designated landscape areas. The 2010 DPD identified the site principally for housing but there was also a recognised need for additional public car parking to serve the town centre. It was also indicated that the site may be suitable for small scale employment and local services.
- 4.5 Following a detailed masterplanning exercise and extensive local consultation phase A was granted planning permission for 250 dwellings. This site policy refers to the remaining phase B of the TENT1 allocation.
- 4.6 The site forms part of the wider southern edge of the built-up area of Tenterden town centre. To the north lies the main commercial core of the town centre and the major services and facilities, including the town's leisure centre and main public recreation ground. To the south lies open countryside and the boundary of the High Weald AONB. The whole site lies entirely within an easy walking distance of the heart of the town and has the potential to be developed as a relatively sustainable extension and bolster Tenterden's successful and vibrant economy without damaging the essential character that makes it such an attractive location to live and visit.
- 4.7 This site lies to the south of the stream that crosses the site from near Heronden in the west towards the east, where the character of the land is more open and agricultural at present. The land is less constrained by topography and other natural features. For this part of the site, a new landscape framework should be produced to be by the development, framing views of the church, producing recognisable neighbourhoods, providing a clear frontage to the linear green space

complementary to that created in Phase A and respecting existing water features.

- 4.8 This site will, in the future, form the southern edge of Tenterden and it is important that this new urban edge is properly integrated into its landscape setting. The High Weald AONB wraps around the site to the south-east and south-west, and the southern boundary is marked by an identifiable landscape feature, in the form of the stream running eastwards from near Morgheew. For these reasons the southern boundary to the site should be marked by a substantial woodland (incorporating wetland) belt, joining the existing woodland to the east (including Local Wildlife Site ASO5) and effectively reinforcing the connection between the two parts of the AONB into one integrated whole, and having particular regard to its setting. The precise depth and arrangement of this strategic planting / wetland belt should be determined in the masterplanning of the site but it should be at least 20 metres in order to:
- act as landscape containment of the edge of the town,
  - act as a biodiversity (woodland and wetland) resource,
  - act as a habitat corridor,
  - provide for water retention in the event of the heavier rainfall conditions expected as a result of climate change and the run-off from the development itself; and,
  - augment the footpath system, providing access to the countryside for the wider population.
- 4.9 As this planted / wetland area should lie within the site boundary, and given the transition towards open countryside beyond, the site should produce an average residential density of around 30 dwellings per hectare. The precise quantum of development that could be achieved on site should be determined by a detailed masterplanning exercise but the overall capacity of the Phase B site is likely to be in the region of 225 units.
- 4.10 This site needs to be seen and planned as an evolution of the Phase A development, in line with an overall masterplan that creates a clear and coherent framework for this significant extension to the town and ensures that the whole development (Phase A and B) can be successfully linked to the town centre by high quality routes. Therefore the Phase B land should not be occupied before the routes being planned as part of the Phase A development are suitably established so that they can provide connections for Phase B to utilise.
- 4.11 The masterplan / development brief should investigate the matters referred to above including the extent to which built development should extend southwards in Phase B, the precise scale and location of the strategic woodland / wetland belt, key pedestrian and vehicular routes within and through the development site, including the conservation of historic routes.
- 4.12 The masterplan / development brief should also address requirements for on site community infrastructure such as public open space, play facilities, recreational facilities and the maintenance of these as well as more strategic infrastructure requirements, such as the provision of education, health and social care facilities that may be provided on or off-site. The location of potential local community facilities / services and any employment land within the site, and their phasing and delivery will also form part of the masterplan for the site.

- 4.13 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S24 - Tenterden Southern Extension Phase B**

**Land to the south of the TENT 1A development is proposed for residential development and the site (known as Phase B) is suitable for an additional indicative capacity of 225 dwellings. The Phase B site shall not be occupied until the high quality routes being planned as part of the Phase A development are suitably established so that they can provide connections for Phase B to utilise.**

**Development of this site shall be in accordance with a masterplan / development brief that has been submitted to and approved by the Borough Council. The masterplan / development brief shall identify the timing of the planting of a substantial woodland (incorporating wetland) belt to the south of the built development area within this site which shall be at least 20m in depth and should provide connectivity between the two parts of the AONB into one integrated whole. Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with policy ENV1.**

**The masterplan / development brief is also required to define the extent, location and phasing of community infrastructure and employment land to be delivered both on and off- site.**

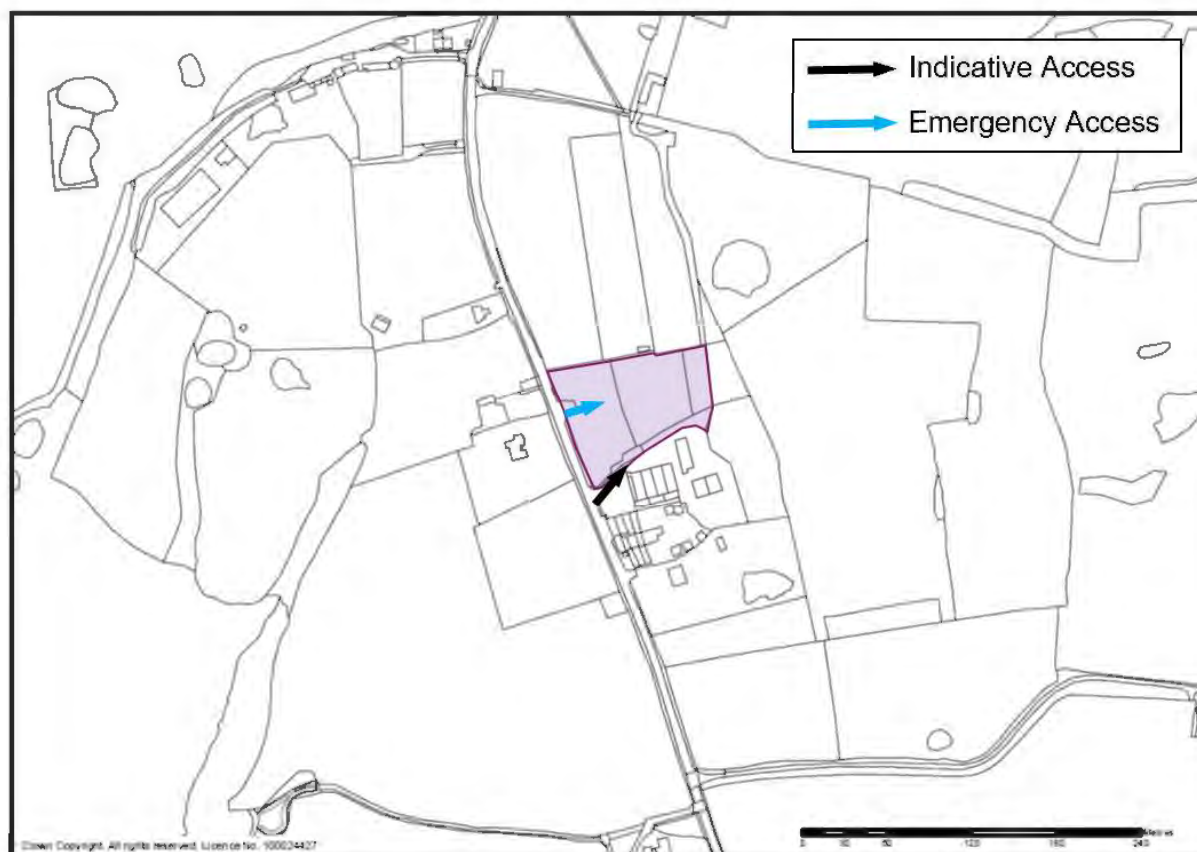
**The site shall be accessed from Smallhythe Road with links to the TENT 1A development.**

**Acceptable forms of development on this site shall also achieve the following:**

- a) The retention and, where possible, enhancement of existing hedges and natural watercourses and ponds on the site;**
- b) The creation of pedestrian and cycleway routes through the site to link with the TENT 1A development, the town centre and existing public rights of way both on and off-site, whilst also protecting historic and existing routes through the site;**
- c) A layout that enables views of St Mildred's Church tower to be achieved through the site from both within and beyond it;**
- d) Provision of off-site highway improvements identified as being necessary through the masterplanning process;**
- e) The creation of public open space that falls within this site's boundary, as part of the linear public open space that will run through the centre of both phases of the development, following the line of the existing stream;**
- f) Be designed and laid out in such a way as to conserve and, where possible, enhance the setting of the AONB; and,**
- g) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**



## Pickhill Business Village, Tenterden



- 4.14 Pickhill Business Centre is located on Smallhythe Road a short distance from the town of Tenterden. It is an established business site having been originally converted from agricultural buildings to employment uses in 1997. The existing premises host a number of small and medium sized B1-B8 businesses, utilising 16 units. This policy promotes an extension to the north of the existing site through the allocation of a 0.35ha parcel of land.
- 4.15 The site is currently divided into two characteristic areas, the eastern end of the site is a small orchard and the western end of the site is a grazing area, enclosed by wooden post and rail fencing and a large landscaped hedge which is directly adjacent to Smallhythe Road. The two sites are bounded on the northern boundary by a large hedgerow, which extends along a large proportion of its length. This hedgerow provides existing screening to the development from views from the north. To the east of the site, outside of the site boundary is an area of hardstanding currently utilised as an informal parking area. The site is contained wholly within the High Weald AONB.
- 4.16 The site is considered suitable for development for business uses within the use classes B1-B8. Given the character and appearance of the surrounding areas, a scheme of no more than two stories would be most appropriate here. This will ensure the development settles nicely into its surroundings and will not be visually intrusive for residential properties in the surrounding area and the wider AONB.
- 4.17 A landscaped buffer exists on the frontage of the site, directly adjoining the Smallhythe Road. This should be retained as part of any scheme, as should the hedge on the northern boundary which should be retained and extended to ensure the site has minimal visual intrusion when

viewed from the north.

- 4.18 The primary vehicular access should continue to be provided through the main entrance to the Pickhill Business Village, with an additional emergency access only route provided through the existing field entrance opposite Pick Hill House. This will ensure that the residents of Pick Hill House are not affected by vehicles entering and leaving the site.
- 4.19 Parking for the new business units should be provided in accordance with the Policy TRA3 (b). Any existing parking which is lost due to the new development will also need to be replaced in order to ensure the existing tenants of the business units are not unduly affected. A large area of hardstanding to the north east of the site is currently used as an informal parking area. Making this parking area a more formal arrangement that is well designed and supported by appropriate landscaping, could be acceptable and should be explored further at the planning application stage.
- 4.20 The depth to groundwater is limited at this site and thus the use of soak aways may not be permissible due to the risks of direct discharge to groundwater. Policy ENV9 'Sustainable Drainage' should be referred to in establishing suitable options for surface water disposal.
- 4.21 It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the service provide is recommended.

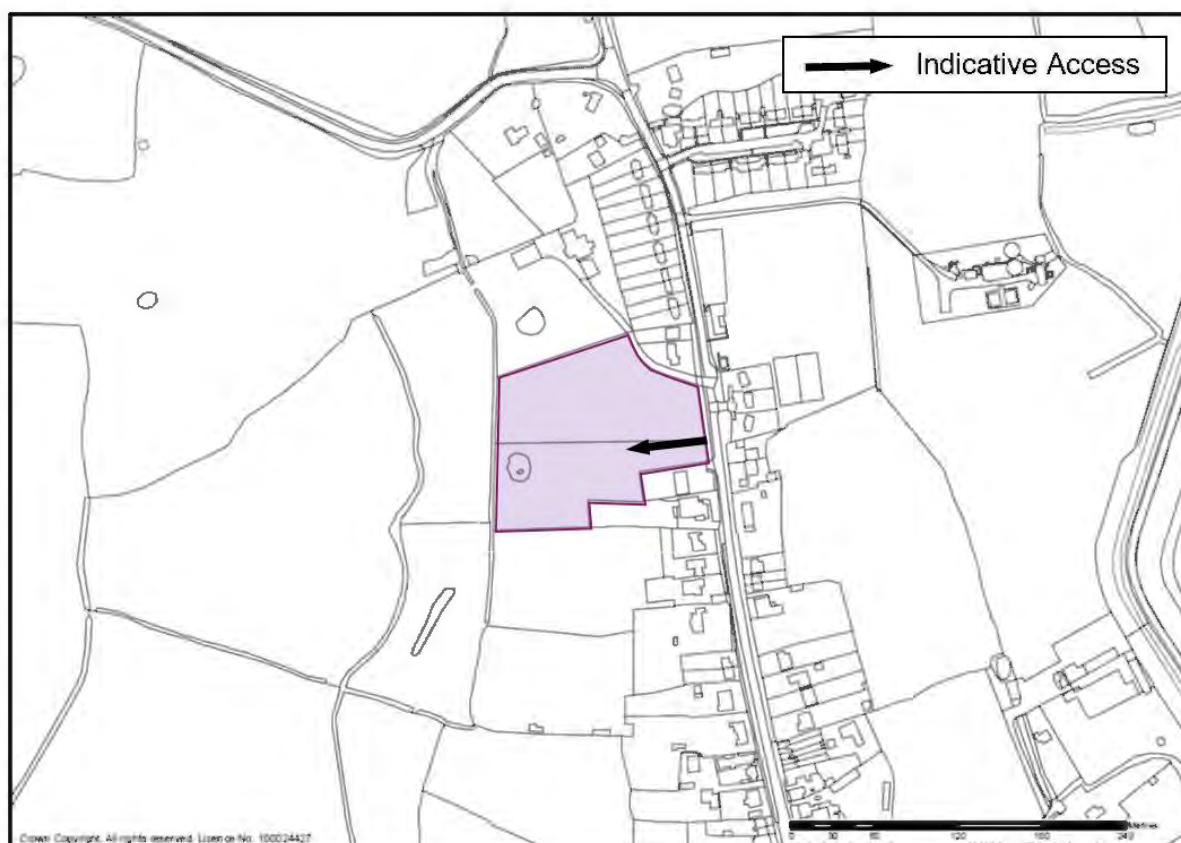
**Policy S25 - Pickhill Business Village, Tenterden**

**The land adjoining the Pickhill Business Centre is proposed for rural employment development within the use classes B1-B8.**

**Development proposals for this site shall:**

- a) **Provide primary vehicle access via the existing main entrance to the Pickhill Business Centre and an emergency access via the existing field entrance opposite Pick Hill House;**
- b) **Be no taller than two-storeys in height;**
- c) **Provide parking to serve the new business units in accordance with parking policy TRA3 (b);**
- d) **Replace any existing parking for the Business Centre which has been lost to the new development;**
- e) **Consider the impact upon views to and from the site to determine appropriate structural and internal landscaping and building heights, and having particular regard to the impact on the AONB and its setting; and**
- f) **Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider, and ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

## Appledore - The Street



- 4.22 This site is located on The Street, the main route through Appledore village, situated to the north of the Village Hall and a residential property which was formerly a GP surgery. The two individual parcels of land are fields in agricultural use, bounded by hedgerows and trees and act as a gap in the linear form of built development along this road. The site is located centrally in the village confines and in walking distance of the services and community facilities available.
- 4.23 To the north of the site is a row of 2-storey housing along the road frontage, with Magpie Farm to the North West, a site currently being developed as a residential scheme (2018). There are properties adjacent to and opposite the site along The Street, in linear form. These are mainly detached or semi-detached 2-storey properties. To the east, on the opposite side of the road is the recreation field and play area. To the west, open countryside and an area that dips towards a stream and falls within flood zones 2 & 3.
- 4.24 At approximately 1.2ha in size of developable area, the site is considered suitable for around 20 units, dependent on a suitable layout and design. It also offers an opportunity to provide an area to extend the village hall and its car park. The residential area of the development should be provided in a cul-de-sac arrangement, in the northern section of the site.
- 4.25 The site lies within the Appledore Conservation Area and an Area of Archaeological Importance (a previous Viking Encampment). However, the site is located away from the historic core and main area of the conservation area, which is situated to the south of the site. Development of this site is therefore proposed at a low density (20dph) to be in keeping with the conservation area setting, open landscape, and the low density of the surrounding linear development. Archaeological investigation work should be undertaken prior to construction

work commencing.

- 4.26 The hedgerows and trees must be retained around the boundary of the site and new planting should be placed around the western edge of the new development to provide screening between the site and the countryside. The hedgerows that currently divide the site should be retained where possible and integrated within the design and layout. It should be shown in the design proposals that care has been taken to limit the visibility of the new development from the main road to minimise the impact on neighbouring residents.
- 4.27 The Dungeness, Romney Marsh and Rye Bay Ramsar site lies immediately to the north east of the village and south along the Royal Military Canal. In addition, an area of the Dungeness, Romney Marsh and Rye Bay Special Protection Area (SPA) lies across the boundary in Folkestone and Hythe District to the south east. All applications for the development of this site should therefore include an Environmental Assessment study demonstrating how the proposals will affect the integrity of the biodiversity of these designated areas. Development that will have an adverse effect on the integrity of the Ramsar site or SPA will not be permitted.
- 4.28 Opportunities to incorporate and enhance biodiversity, informed from the results of the appropriate species and habitats survey will be encouraged in accordance with Policy ENV1. In particular, development should take opportunities to help connect and improve the wider ecological networks in this area and to mitigate against any potential increase in recreational pressure that may arise from the development of this site. There is an opportunity along the western edge, within the area of flood zone 2 and 3, to work with the Parish Council to enhance the biodiversity and ecology of the area utilising the existing ponds, and potentially create an informal nature reserve. A pedestrian access point should therefore be retained at the rear of the village hall to access this part of the site.
- 4.29 The main vehicular access will be provided on The Street, as shown on the policies map. There is a Public Right Of Way (PROW) that runs through the site from Magpie Farm in the north, to the front of the former GP surgery. This pathway should be retained/re-routed and enhanced to ensure safe access through the new development proposals.
- 4.30 Due to the close proximity of the village recreation ground, on-site provision of public open space will not be expected but appropriate contributions towards the management, maintenance and enhancement of the village recreation ground offer will be sought.

**Policy S26 - Appledore - The Street**

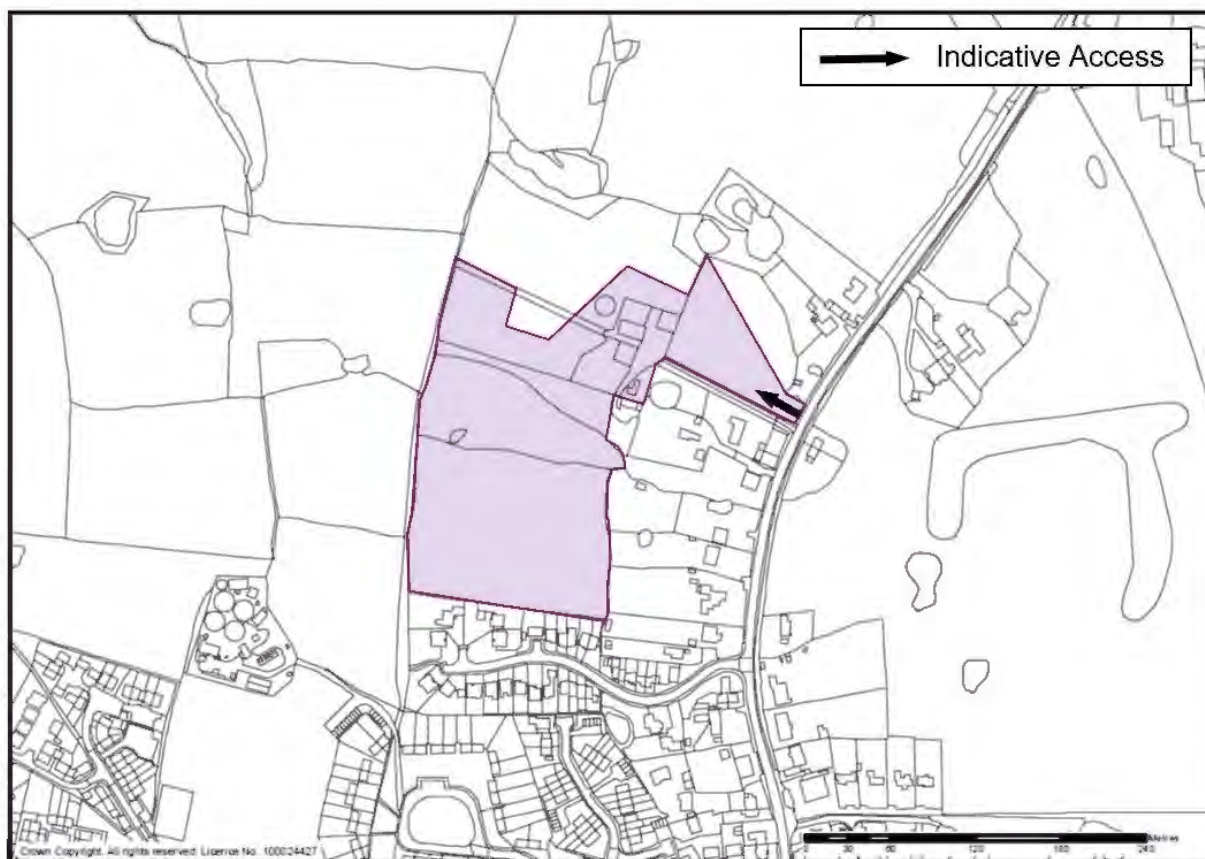
The site in The Street, Appledore is proposed for residential development for an indicative capacity of 20 dwellings with potential to provide an extension to the village hall and its car park.

Development proposals for this site shall:

- a)** Be designed and laid out in such a way as to preserve or enhance the character and setting of the Conservation Area. Particular attention needs to be given to the visibility of new development from the road;
- b)** Retain the existing hedge and tree boundary around the site and create soft landscaping to screen the development from the open countryside. Retain as much as possible of the hedgerows that divide the site and incorporate within the new development;
- c)** Retain and enhance the PROW that crosses the site to ensure safe access;
- d)** Provide an Environmental Assessment study; to address any potential adverse impacts of the proposals on the biodiversity of the Dungeness, Romney Marsh and Rye Bay Ramsar and SPA sites and how they can be avoided or adequately mitigated;
- e)** Appropriate species and habitat surveys should be carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with Policy ENV1. Particular regard should be given to the potential of providing an informal nature reserve along the western edge of the site, utilising the existing ponds and allowing ecological connections to the wider countryside; and,
- f)** Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.



## Biddenden - North Street



- 4.31 This site is located on North Street (A274), the main road through the village of Biddenden which connects to St.Michaels and Tenterden to the south and Headcorn to the north. The site lies to the rear of existing detached properties in linear form along the western side of North Street and to the north of Mansion House Close, a cul-de-sac development of mainly 2 storey, mixed size properties. The site is currently a field in mixed agricultural and equestrian use, with woodland to the west and open countryside to the north.
- 4.32 The site is considered suitable for residential development of around 45 units, which should be located on the southern half of the site. This part of the site is approximately 2.3ha and therefore development will be less than 20 dwellings per hectare. This reflects the density of adjoining properties and is suitable for a setting adjoining the countryside in this location.
- 4.33 The vehicular access will be provided on North Street as shown on the policies map. As this site is located on the edge of the village, the new development must be designed in a way that integrates it, visually and functionally, as much as possible to the existing settlement. There is pedestrian access to the village centre through a well used PRoW (Public Footpath AT10), which runs alongside the western boundary of the site and joins Mansion House Close, the Meadows and the recreation field. However, this route into the centre of the village is unlikely to be suitable for all users, particularly when wet, and therefore development must provide for improvements to the surfacing and drainage of this footpath.
- 4.34 In addition, a pedestrian crossing and traffic calming measures must be provided on the A274, from the site entrance, to the footpath on the opposite side of North Street.

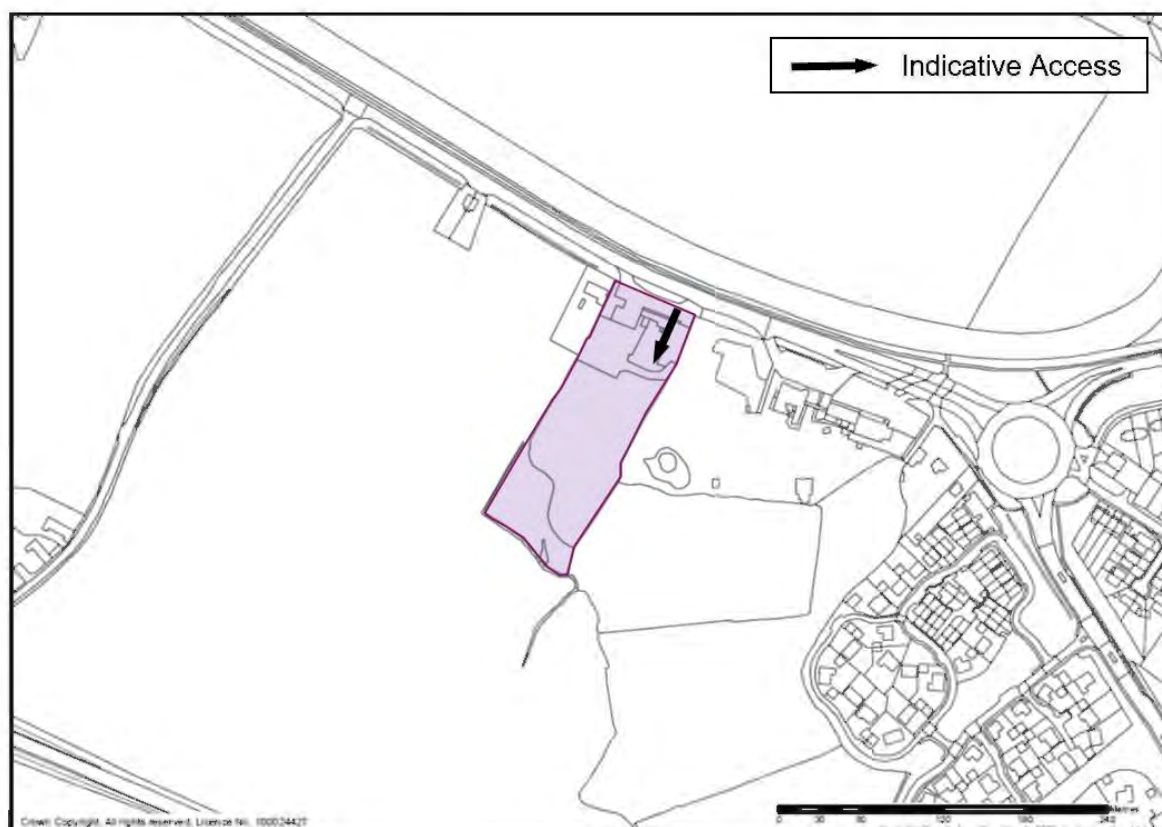
- 4.35 The village of Biddenden offers a range of services and community facilities. The Biddenden Community Led Plan 2014 identifies a wish for a new community facility that could be used to provide improved healthcare facilities such as a GP surgery/branch (branch currently operating out of a small room in the village hall) and other village activities. Development of this site provides an opportunity to provide a mixed use community building that could meet these needs. Liaison with the Parish Council, local healthcare providers, the Village Hall Committee and other local stakeholders is essential to ensure that proposals for a community building would meet reasonable local requirements and built to appropriate building specifications for the range of potential uses. If a community need cannot be established, there is also potential for the site to accommodate a building for small scale commercial uses, such as local office space.
- 4.36 Careful consideration must be given to the overall site layout to ensure the community facility or any office space building is accessible to all, without impacting on the residential amenity of the new homes in ways such as parking and overlooking. This can be achieved by locating the building on the northern part of the site, close to the site entrance on North Street, and providing sufficient car parking for the facility to ensure that on-street parking of its users does not adversely affect residents. The design and layout of the development should reflect the local surroundings and must take into account design guidance in the Biddenden Parish Design Statement.
- 4.37 The site is currently visually well screened by mature trees and hedgerows. This screening and landscaping should be retained and enhanced to minimise the visual impact of the new development on the existing residents to the east and south of the site and on the character and setting of the nearby Conservation Area and listed buildings, in particular The Willows Grade II listed building, which is adjacent to the site. As there are ponds on site and known wildlife such as bats and amphibians, appropriate surveys should be undertaken to assess if any mitigation is required in accordance with policy ENV1. This may include the need for additional planting and measures to provide ecological movement networks.
- 4.38 Informal public open space must be provided on-site, but due to the proximity of the village recreation ground, on-site provision of formal public open space will not be expected, but appropriate contributions towards the management, maintenance and enhancement of the village recreation ground provision will be sought.
- 4.39 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S27 - Biddenden - North Street**

The site is proposed for residential use with an indicative capacity of 45 dwellings. Development proposals for this site shall:

- a)** Provide a building which could be used as either a community facility to accommodate local services and functions, designed in consultation with appropriate stakeholders, or for local office space;
- b)** Be designed and laid out in such a way as to integrate the development into the existing settlement, taking into account design guidance in the Biddenden Parish Design Statement;
- c)** Create a pedestrian crossing and appropriate traffic calming measures on North Street and provide improvements to the surfacing and drainage of the existing Public Right of Way on the western edge of the site that leads to the village centre (Public Footpath AT10);
- d)** Ensure appropriate bespoke on-site parking is provided for the community facility/office building;
- e)** Retain and, wherever possible, enhance current hedge and tree boundaries around the site to create a soft landscape buffer between new development and neighbouring properties, paying particular regard to conserving or enhancing nearby heritage assets;
- f)** Create informal open space on-site and provide contributions towards the management, maintenance and enhancement of formal open space and play equipment located on the village recreation ground;
- g)** Ensure appropriate species and habitat surveys are carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with Policy ENV1. Particular regard should be given to the ponds and known wildlife on site; and,
- h)** Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.

## Charing - Northdown Service Station, Maidstone Road



- 4.40 This site is located within the village of Charing, on the southern side of the A20 and is currently in operation as a Service Station and associated retail shop. The frontage of the site is the drive-in forecourt area with fuel pumps with parking and a grassed verge buffer along the roadside. The service station buildings are located just beyond the forecourt area. The original building is a 2-storey dwelling, which has single storey extensions containing the shop and storage rooms. To the west of the service station is a recently built steel framed car workshop, operated by Charing Motors. This larger structure extends further into the rear of the site and which is an area of hardstanding for vehicle storage/parking. The remainder of the site to the south is a field with mature tree and hedge boundaries.
- 4.41 To the west of the site on the frontage is a single residential dwelling with a large curtilage, and beyond this open countryside. To the east of the site is a restaurant, The Swan Hotel. Both properties are well screened from the site with high hedges and mature tree boundaries.
- 4.42 Charing is a large settlement with a variety of services, including a primary school, train station and small high street. The site is in close proximity to these services and following recent developments in the village to the south east, this site is considered suitable for a residential allocation. The layout of development should be designed to allow for vehicular and pedestrian connections to the land adjoining the site to the rear of the Swan Hotel. The current employment use of the service station, and associated retail development should be retained on as much of the existing area as possible, whilst allowing for a new access road to be provided from the A20 as shown on the Policies Map.
- 4.43 The area of the site considered appropriate for built development (excluding the current garage/workshop area) is around 0.8 hectares and therefore is considered suitable for around

20 units which is equivalent of 25 dwellings per hectare. Consideration must be given to the Charing Parish Design Statement when planning the style and layout of development. There is a pond/spring on the southern edge of the site which must be considered.

- 4.44 Given the character and appearance of the surrounding countryside area and proximity to the AONB to the north, larger properties in generous plots should be generally located in the most sensitive locations on the rural edge, and well-considered additional structural planting will be required.

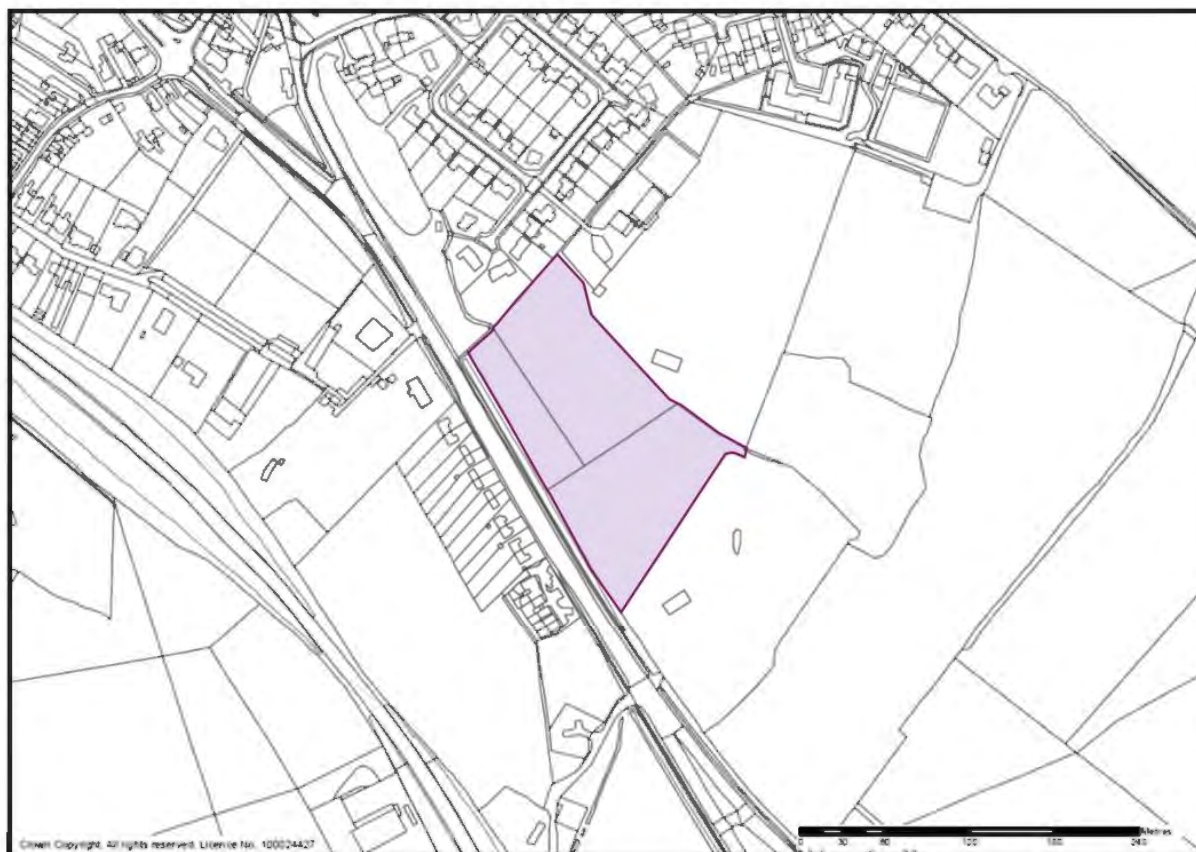
**Policy S28 - Charing - Northdown Service Station, Maidstone Road**

**Land at Northdown Service Station is proposed for residential development for an indicative capacity of 20 dwellings. Development proposals for this site shall:**

- a) Be designed and laid out in such a way as to protect the character and setting of the Kent Downs AONB and surrounding countryside. Particular attention needs to be given to the topography of the site, impact upon the adjoining AONB and advice in the Charing Parish Design Statement. The development should comprise a mix of dwelling types with a maximum of two storeys in height;**
- b) Provide vehicle access onto the A20 Maidstone Road, as shown on the policies map;**
- c) Retain the existing employment uses on the frontage where possible;**
- d) Retain and, where possible, enhance the hedge and tree boundaries around and within the site, particularly where there is adjoining countryside, and provide additional structural planting along the western boundary; and,**
- e) Ensure that any land contamination issues are satisfactorily investigated and resolved or mitigated.**



### Charing - Land South of the Arthur Baker Playing Field



- 4.45 The site is located at the eastern entrance to the village along the A20. The site adjoins existing built development at The Moat but adjoins open countryside to the southeast which includes the 'Alderbeds', an area with local biodiversity value. The woodland and meadow which comprise the adjoining Alderbeds Local Wildlife Site are dependent upon the site remaining characteristically wet and relatively undisturbed. It is therefore important that development of this site is carried out in compliance with policy ENV1. Compliance with policy ENV1 is likely to require both hydrological and ecological surveys to be carried out as well as the submission of a scheme showing how any necessary mitigation measures will be carried out and maintained. The extensive Arthur Baker playing field is located to the north. A ribbon of residential properties lies opposite on the southern side of the A20.
- 4.46 The prominence of the site at this key entrance point makes it essential that careful attention is paid to design and layout issues. The creation of a built-up frontage with dwellings facing the A20 to mirror the form of development on the opposite side of the A20 would be appropriate. Equally, the position of the site adjoining open countryside makes it essential that the extent of any built development on the site is carefully considered. The framing of the site by the adjacent playing fields (which themselves are bounded by development to the west and north) provides the limit to the eastern extent of built development footprint here. This enables the opportunity to be taken to create a definitive edge to this part of the village through a significant landscaped strip along the south eastern edge of the site. This should include the planting of mature trees to provide an appropriate natural screening for development here.
- 4.47 The layout of development on this site should also ensure that an attractive built frontage to the playing fields is achieved. Dwellings should be designed with their primary aspect overlooking

the playing fields. In addition, proposals should also reflect the 'design guidelines' set out in the Charing Parish Design Statement (2002).

- 4.48 Vehicular access to the site shall be from the A20. The levels between the highway and the site mean that this should be towards the eastern end of the site in order to minimise the difference in levels. Frontage properties may need to be set back from the highway boundary in order to achieve good design and amenity for residents.
- 4.49 The playing fields to the north of the site are a well used and popular local facility. Existing access to the playing fields is unsatisfactory being via the adjoining residential development at The Moat. The layout of this site should enable a separate access to be created for vehicles, pedestrians and cyclists to the playing fields from the A20.
- 4.50 Appropriate financial contributions for community and sports provision will be sought, in line with the provisions set out in COM1 and COM2 of this Local Plan.

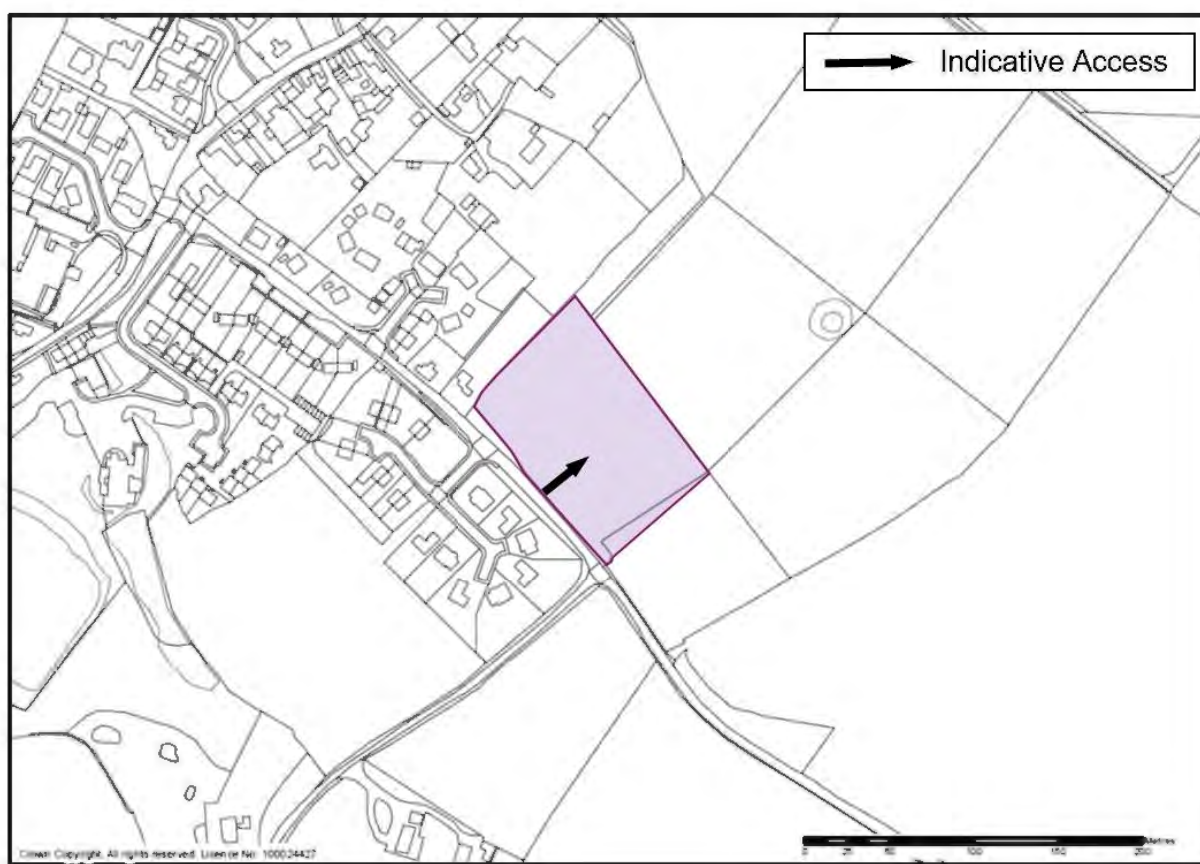
**Policy S29 - Charing - Land South of the Arthur Baker Playing Field**

**The land south of the Arthur Baker playing fields is proposed for residential development, with an indicative capacity of 35 units.**

**Development proposals for this site shall:**

- a) Provide a vehicular, pedestrian and cycle link from the A20 through the site to the adjoining Arthur Baker playing fields;**
- b) Provide footpath and cycleway links to the playing fields;**
- c) Be designed to include a built-up frontage to the A20 (and provide footpath and cycle links along the frontage);**
- d) Provide a landscaped edge to the development along the south eastern edge of the site; and,**
- e) Provide appropriate financial contributions towards sports and community infrastructure in line with the provisions set out in Policies COM1 and COM2.**

## Egerton - Land on New Road



- 4.51 This site is located in the south eastern edge of Egerton village on New Road, opposite Harmers Way, a modern housing estate. The site is in agricultural use and is currently used for grazing. The site is bounded by hedgerows and a limited number of trees creating a natural buffer to the countryside to the east and south. There is an existing PRow footpath along the south eastern boundary.
- 4.52 This site provides the opportunity to create a natural extension to the village as it lies within walking distance of the village centre and the wide range of services provided there. At 1ha the site is considered suitable for residential development of around 15 dwellings (at 15dph).
- 4.53 The prominence of the site's location at the entrance of the village makes it essential that detailed consideration is given to design and layout issues. This site has a rural aspect and its development will impact on views of the village church when approached from the south, a scheme of no more than 2 storeys would be most appropriate here. The site should mirror the building line on the opposite side of the road. The Egerton Parish Design Statement should be taken into account to achieve a suitably designed development that reflects local character and makes a positive contribution to the built environment.
- 4.54 With the exception of creating a suitable point of access (indicatively shown on the policies map), existing hedgerows should be retained to provide a natural buffer between the new development and the countryside. New planting is needed to soften the southern edge of built development to minimise visual impact and to make an attractive entrance to the village.

- 4.55 Pedestrian access with a safe road crossing point should be provided linking the new development to existing footpaths that facilitate access from Harmers Way and lead to the centre of the village. The existing 30mph speed limit should be extended further south along New Road in liaison with the local Highways Authority.
- 4.56 The site lies within an Area of Archaeological Potential and is approximately 80 metres from a Bronze Age barrow. Archaeological investigation work should be undertaken to access the archaeological potential within the site prior to construction work commencing.
- 4.57 Due to the close proximity of the village recreation ground, on-site provision of public open space will not be expected but appropriate contributions towards the management, maintenance and enhancement of the village recreation ground provision will be sought.

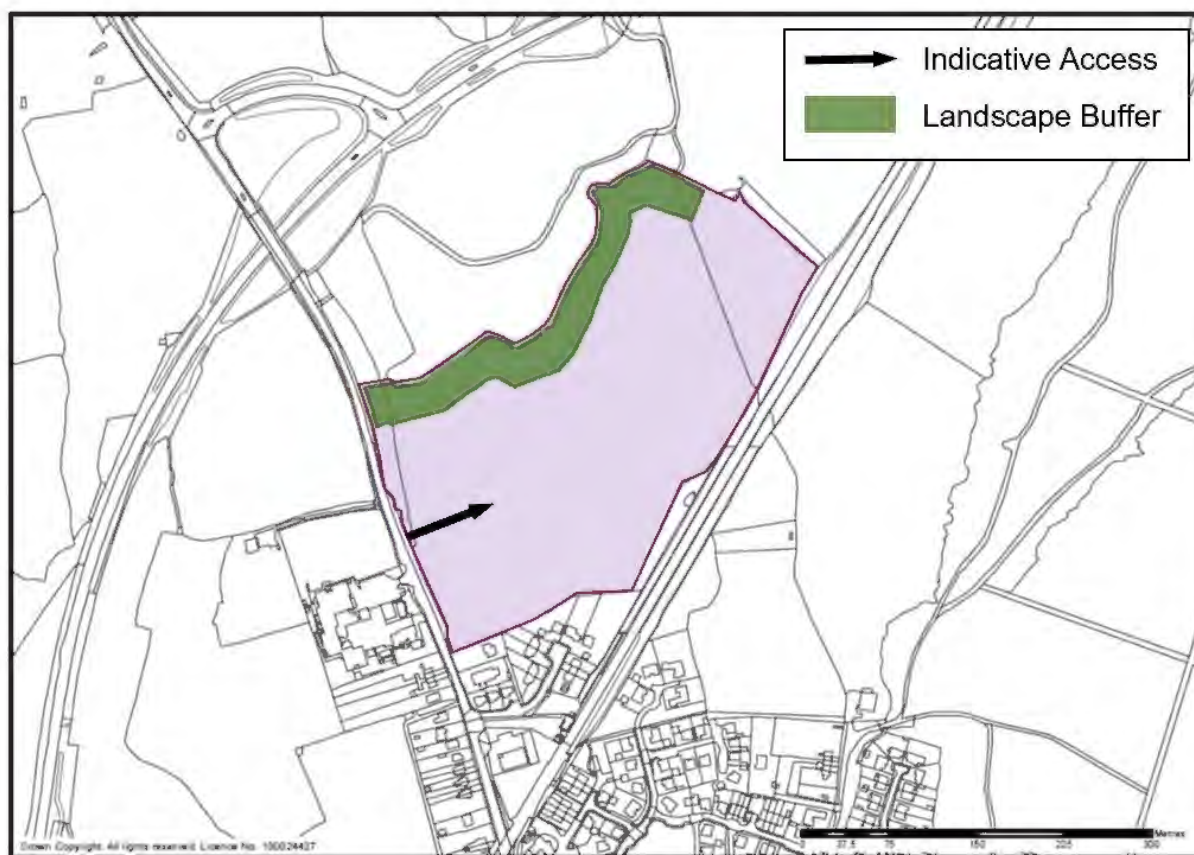
**Policy S30 - Egerton - Land on New Road**

**The land north east of New Road is proposed for residential development for an indicative capacity of 15 units. Development proposals for this site shall:**

- a) Be designed and laid out to take account of the residential amenity of neighbouring occupiers. Particular attention needs to be given to the topography of the site and views of the village church. A scheme of no more than 2-storeys will be suitable. The Egerton Parish Design Statement should be taken into account;**
- b) Create soft landscaping along the south eastern edge to lessen the visual impact of development when approaching the village from the south;**
- c) Provide primary vehicle access on New Road, as shown on the policies map and the extension of the existing 30mph speed restriction;**
- d) Provide new pedestrian routes throughout the development and connections to existing rural routes, including the Greensand Way, facilitating connections to the countryside, Harmers Way and local services;**
- e) Undertake Archaeological investigation work; and,**
- f) Provide contributions towards the enhancement or maintenance of public open space and equipped play at the village recreation ground in accordance with Policy COM2.**



## Hamstreet - Land North of St Mary's Close



- 4.58 This site is located in the north of Hamstreet village covering an area of land between the Ashford to Rye Railway line and Ashford Road. The site is currently cultivated agricultural land. The northern boundary adjoins Court Wood which is ancient woodland and a narrow strip of woodland borders the western boundary. There are open views to the north east where a Public Right of Way bisects the site. St. Mary's Close, a residential development built in the 1980's, adjoins the sites southern boundary.
- 4.59 The site adjoins existing development and is within easy walking distance of Hamstreet railway station, the village centre and the range of services provided there.
- 4.60 The site is opposite the Hamstreet Primary Academy and the development of this site presents a unique opportunity to deliver improved facilities for the school which currently has limited space within its existing site. Development of the site would enable the provision of a youth football pitch (Under 14/15's) with an associated changing room facility (2 room and storage) for the use of the Academy that could also be used by the wider community. Also, the Academy currently has limited car parking on site and this is an opportunity to provide additional staff car parking spaces within the new development. It is important that the football pitch, its associated facilities and the car parking areas for the school are well integrated into the development and are designed to reduce visual impact to a practical minimum. Details of any fencing, including its height, materials and design shall need to be carefully considered. The location of the football pitch and school parking area shall be towards the western end of the site in close proximity to the main school buildings opposite. The site will also enable the provision of a small, single storey outdoor classroom facility and this should be located on the north-eastern edge of the site, within the landscape buffer. The



expansion and improvement of the Academy's facilities will also help to facilitate the expansion of the academy to a full 2FE school.

- 4.61 Alongside these facilities, the site is considered suitable for residential development with an indicative capacity of 80 dwellings (15dph). In addition, this site is considered suitable for development of a care home of circa 60 beds subject to there being sufficient evidence of need.
- 4.62 Vehicular and pedestrian access shall be provided from Ashford Road. The road will separate the school from its new facilities and the control of traffic and parking along Ashford Road will be crucial in ensuring a safe environment for children, parents and the residents of the new development.
- 4.63 Any development scheme for this site must contain detailed proposals for the management of traffic, including traffic calming measures, along this section of Ashford Road to improve vehicular and pedestrian safety. Such traffic management proposals shall need to indicate how vehicle speeds can be slowed on the approach to the access, especially from the north, and will be required to facilitate the delivery of suitable measures to improve pedestrian safety. The treatment of the access point and the immediate area outside the school needs careful consideration to deliver a safe crossing between the site and school.
- 4.64 The location of the development site adjoining open countryside and sensitive woodland areas means that the density of new development should be relatively low and provide landscaped buffers to the northern and eastern boundaries. Where the site adjoins ancient woodland to the north, a landscaped buffer of at least 30 metres from any built development should be provided in accordance with the Policies Map. This buffer area should exclude any areas of residential curtilage or car parking and only circulatory footpaths with no hard surface may be provided.
- 4.65 A mix of dwelling types and sizes should be provided. The site has a rural aspect and given the character and appearance of the surrounding area, dwellings no greater than 2 storeys in height would be appropriate here. The design and layout of any scheme must take account of the residential amenity of neighbouring occupiers. The Hamstreet Village Design Statement should be taken into account to achieve a suitably designed development that reflects local character and to ensure that any development makes a positive contribution to the built environment. This should similarly ensure that the design of the sports and educational facilities on site respond well to local design and character, avoiding excessive clutter and paraphernalia in this sensitive landscape setting.
- 4.66 The existing Public Right of Way that runs through the site leading to Bourne Lane and Hamstreet Woods (a SSSI and National Nature Reserve) should be retained within the overall layout of the new development. The developer will need to work with Network Rail to minimise risks to pedestrians when crossing the railway line.
- 4.67 The topography of the site means that the site slopes generally from north to south and it will be important to ensure that sustainable drainage systems are provided as part of the development to mitigate against runoff to the existing properties to the south. Any drainage scheme should be provided in line with the SuDS Policy ENV9.
- 4.68 The Dungeness, Romney Marsh and Rye Bay Ramsar site lies immediately to the south west of the village along the Royal Military Canal. All applications for the development of this site should therefore include an Environmental Impact Assessment study demonstrating how the

proposals will affect the integrity of the biodiversity of this designated wildlife area. Development that will have an adverse effect on the integrity of the Ramsar Site will not be permitted. Opportunities to incorporate and enhance biodiversity will be encouraged. In particular, development should take opportunities to help connect and improve the wider ecological networks in this area and to mitigate against any potential increase in recreational pressure that may arise from the development of this site.

- 4.69 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

#### **Policy S31 - Hamstreet - Land North of St. Mary's Close**

**Land North of St. Mary's Close, Hamstreet is proposed for residential development with an indicative capacity of 80 dwellings and associated facilities for use in conjunction with Hamstreet Primary Academy.**

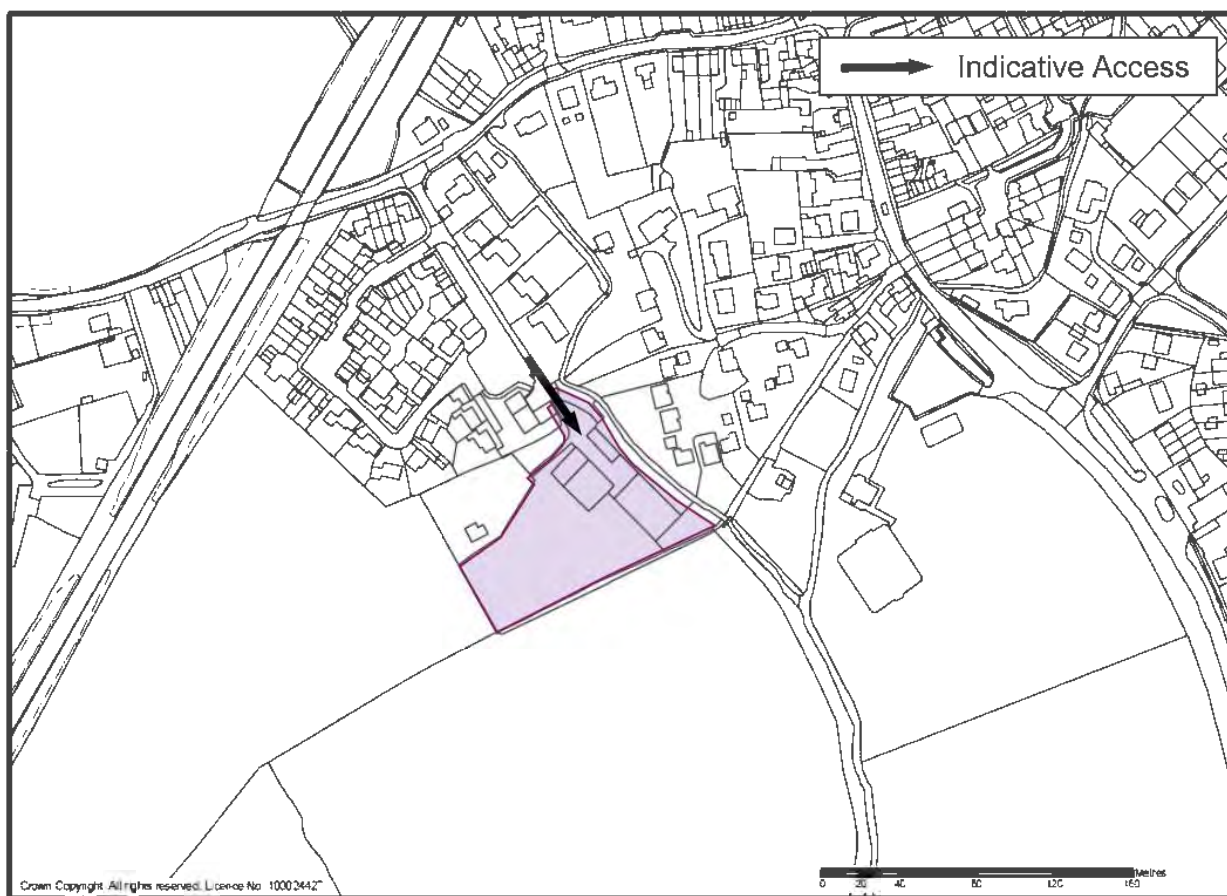
**Development proposals for this site shall:**

- a) Provide a new youth football pitch to Football Association standards with changing room facilities and storage, for use by the Academy and by the wider community at other times, which should be well-designed and integrated into the overall layout, and avoid excessive paraphernalia and lighting in line with Policy ENV4;**
- b) Provide a new area of staff car parking for the Academy with a minimum of 60 spaces which would be used to serve the new football pitch at other times, to be placed within close proximity to the school and with a view to safeguarding residential amenity;**
- c) Provide an outdoor classroom facility for the Academy at the north-eastern edge of the site;**
- d) Be designed and laid out to take account of the residential amenity of neighbouring occupiers. Particular attention needs to be given to the topography of the site and dwellings should be orientated to enable overlooking and natural surveillance of open areas. No development on the site should be more than two storeys in height. The guidance in the Hamstreet Village Design Statement shall inform the design and layout of the development, including any non-residential elements;**
- e) Provide vehicular and pedestrian access from Ashford Road;**
- f) Provide and fund the implementation of an agreed detailed traffic management plan for the scheme that includes measures that reduce vehicle speeds along Ashford Road and improve pedestrian safety at this point in the village, including the enhancement of pedestrian routes between the site and local services;**
- g) Fund implementation of suitable on-street parking restrictions for non-residents;**
- h) Provide new pedestrian and cycle routes throughout the development and connections to the existing PRow that runs through the site, and work with the relevant authorities to enable improvement of the pedestrian crossing at the railway line as part of the PRow, and pedestrian routes to the village centre;**
- i) Provide a landscaped buffer to the northern and eastern boundaries of the site, with a minimum of 30m between the built footprint of any development and the northern boundary with the adjacent Ancient Woodland;**

*Continued....*

- j) Provide for the installation of children's equipped play facilities;**
- k) Provide an Environmental Assessment Study to address any potential adverse impacts of the proposals on the biodiversity of the Dungeness, Romney Marsh and Rye Bay Ramsar site and how they can be avoided or adequately mitigated;**
- l) Consider the impact upon views to and from the site due to internal and local topography, informed by a landscape and visual impact assessment, to determine appropriate structural and internal landscaping and building heights, and having particular regard to the significance of the adjacent SSSI and Ancient Woodland;**
- m) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,**
- n) Ensure appropriate species and habitat surveys are carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with Policy ENV1.**

## Hamstreet - Land at Parker Farm



- 4.70 The site is located to the south west of the village, and is directly adjacent to the recent development at Orlestone View. The site is currently in agricultural use and there are several large agricultural buildings located along the eastern boundary. The Sperringbrook sewer and 2 pumping stations are adjacent to the site boundaries. The southern boundary of the site abuts open countryside but the topography of the land means that long views to the south are contained.
- 4.71 This site was allocated for residential development within the Tenterden and Rural Sites DPD (as policy HAM2) with an indicative capacity of 20 dwellings, phased post 2016. However, a subsequent iteration of Environment Agency Flood Risk mapping indicated that Flood Zones 2 and 3 had extended into this site since the previous allocation. For this reason, the developable area was reduced to 0.38ha and only included the area outside of the flood zones. This lowered the capacity of the site for up to 10 dwellings (at 26dph). The latest Environment Agency mapping now shows that the majority of the site, save for the eastern boundary, is within Flood Zone 1, and therefore an increase in capacity could be given consideration.
- 4.72 The farm currently owns the private vehicular access onto Warehorne Road. This road also provides access to five existing properties and will need to be widened in places to provide appropriate passing points and re-surfaced along its length to accommodate the level of development proposed. Access to the site via the Orlestone View estate would not be acceptable, given the tightly-knit nature of this estate and its limited capacity.
- 4.73 The large agricultural buildings are of no great architectural value and therefore, it is required that these buildings be removed as part of the development of this site. This will enable safe vehicle access into the site and to improve the visual amenity of the immediate area for existing

and new residents.

- 4.74 Development of the site must provide landscaped screening along the southern boundary to 'break up' the urban edge of the site and help create a clear edge to the settlement and provide a transition from the built form of the village to the open countryside. Screening must also be enhanced along the site boundaries with the residential areas, to limit the visual impact on these neighbouring properties, particularly the one farm property directly adjacent to the site.
- 4.75 A public right of way runs alongside the southern boundary of this site. The layout of development on this site should enable pedestrian access to this public footpath to create links to the wider countryside and the village services to the east.
- 4.76 Due to the close proximity of the Pound Lees recreation ground, on-site provision of public open space will not be expected but appropriate contributions towards the management, maintenance and enhancement of the Pound Lees provision will be sought. The area of the site within the floodzones should be designed as informal open space.
- 4.77 The Dungeness, Romney Marsh and Rye Bay Ramsar site lies immediately to the south west of the village along the Royal Military Canal. All applications for the development of this site should therefore include an Environmental Impact Assessment study demonstrating how the proposals will effect the integrity of the biodiversity of this designated wildlife area. Development that will have an adverse effect on the integrity of the Ramsar Site will not be permitted. Opportunities to incorporate and enhance biodiversity will be encouraged. In particular, development should take opportunities to help connect and improve the wider ecological networks in this area and to mitigate against any potential increase in recreational pressure that may arise from the development of this site.

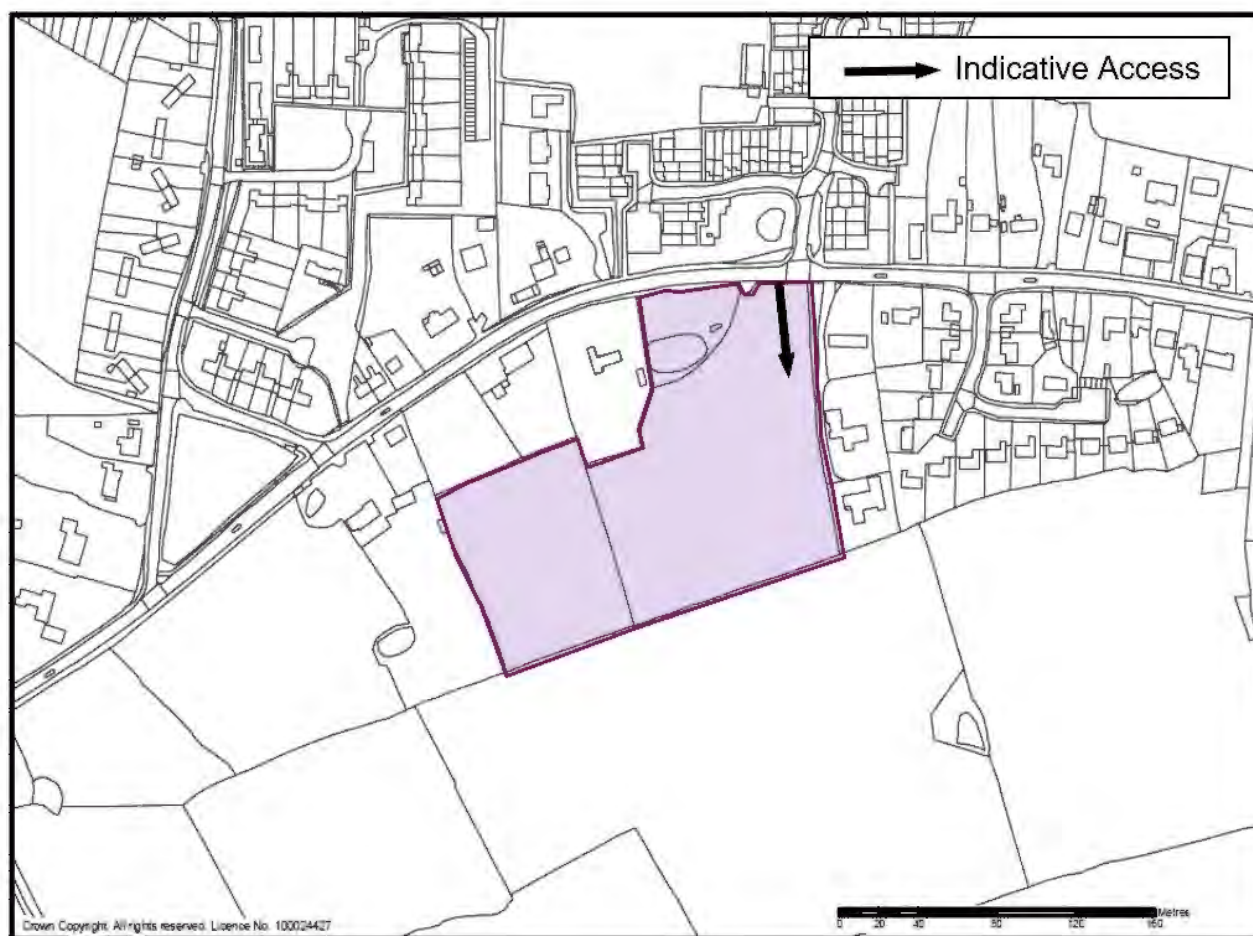
#### **Policy S32 - Hamstreet - Land at Parker Farm**

**Land at Parker Farm is proposed for residential development with an indicative capacity of 10 units. Development proposals for this site shall:**

- a) Retain and, wherever possible, enhance the existing hedge and tree boundary around the site to screen the development from the open countryside and create soft landscaping along site boundaries. The Hamstreet Village Design Statement should be taken into account when considering design and layout;**
- b) Provide a dedicated vehicular access directly onto Warehorne Road via the existing private access lane, creating appropriate vehicle passing places along its length and re-surfaced to accommodate new traffic;**
- c) Remove the existing agricultural structures;**
- d) Create a pedestrian link to the public right of way that runs alongside the southern boundary of the site;**
- e) Provide a flood risk assessment in consultation with the Environment Agency;**
- f) Provide an Environmental Assessment Study to address any potential adverse impacts of the proposals on the biodiversity of the Dungeness, Romney Marsh and Rye Bay Ramsar site and how they can be avoided or adequately mitigated; and,**
- g) Provide contributions towards the enhancement or maintenance of public open space at Pound Lees recreation ground in accordance with Policy COM2.**



## High Halden - Land at Hope House



- 4.78 This site is located within the village of High Halden on the southern side of the A28, and is currently a gap in the built frontage opposite the housing estate, Hopes Grove. The site also wraps around the rear of Hope House, a Grade II listed building, Monarch House and Bourne Farm. The site is currently an open area of grassland comprising of two fields with a large pond which adjoins the boundary with Hope House. The land slopes upwards towards the southern boundary where there is a substantial hedge and tree line. There are also some small trees growing in the area around the ponds and some more substantial trees to the rear of Hope House.
- 4.79 This site has been identified as a suitable location on the edge of the confines of a large village for residential development, whilst providing an opportunity to retain and improve the wildlife habitat around the ponds and enhance ecological links with the adjoining countryside to the south.
- 4.80 The part of the site considered appropriate for development is approximately 1.7 hectares, which is the land between Rowans and Lynton in the east including the land immediately to the rear of Hope House, Monarch House and Bourne Farm. The area in which the ponds are located on the road frontage has not been taken into account for built development due to the ecological mitigation required on-site and must be enhanced to create a wildlife area. This should be informed by appropriate species and habitat surveys and be in accordance with the requirements of Policy ENV1. The site is therefore considered suitable for up to 35 units, which is equivalent to around 20 dwellings per hectare.
- 4.81 Given the character and appearance of the surrounding areas, a scheme of 1 – 2 storey buildings

would be most appropriate here. The design and layout must take account of the residential amenity of neighbouring occupiers, particularly on the eastern boundary and avoid any adverse impact upon the adjoining listed building. Particular attention needs to be given to the topography of the site.

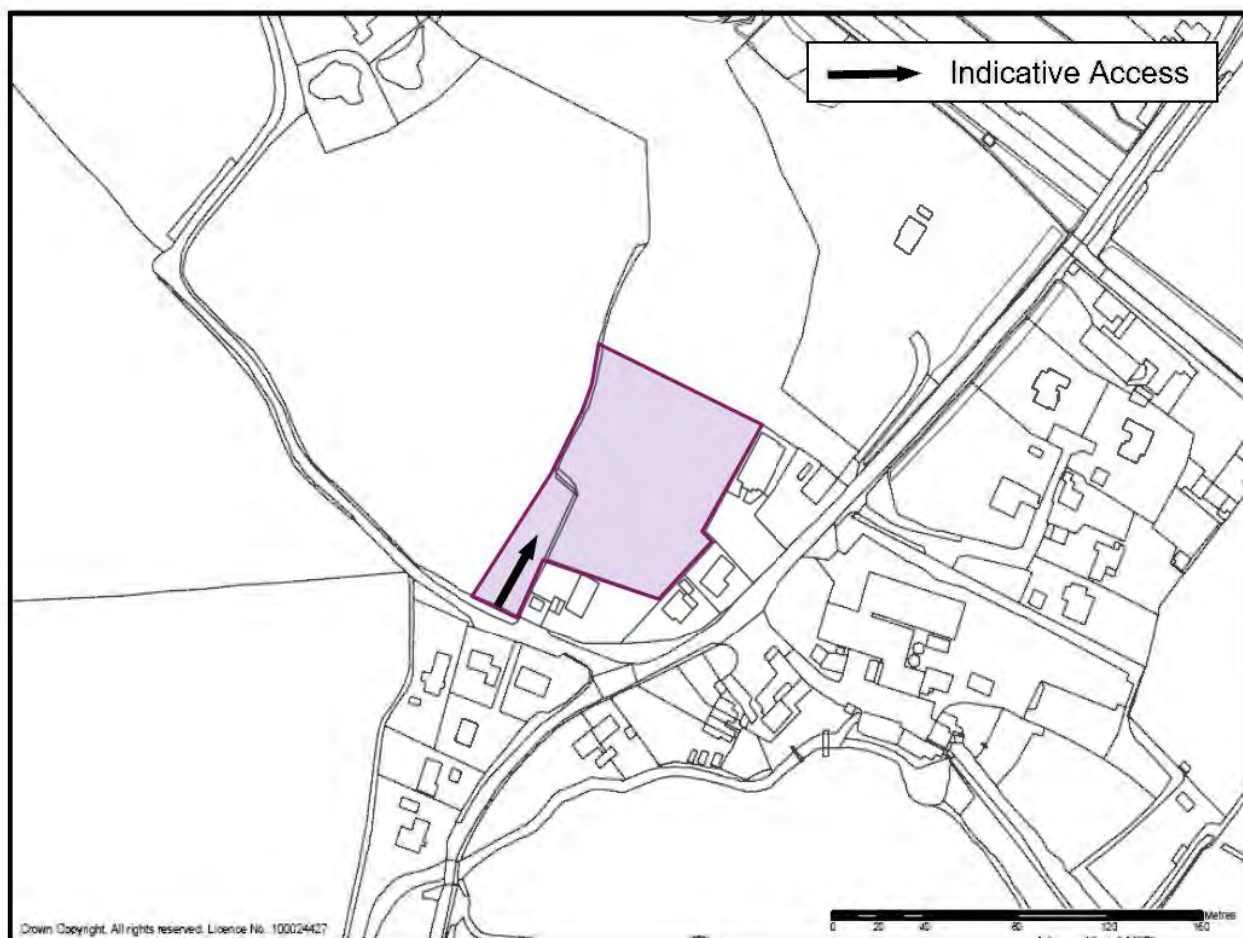
- 4.82 Dwellings should be orientated to enable overlooking and natural surveillance to the enhanced pond and wildlife area. Larger properties in generous plots should be generally located in the most sensitive locations on the rural edge and around the listed building.
- 4.83 The development will be dependent upon the provision of acceptable visibility splays being provided in conjunction with the extension of the 30mph limit to cover the site access, to be agreed with the local highway authority. The new speed limit area will need to be accompanied by traffic calming measures such as traffic islands and interactive signs to help reduce traffic speeds to the desired level or red surfacing with speed limit roundels as in the case of the existing adjoining 30mph restriction. Proposals for the site must also include the provision of a footpath between Oakland and Hope House.
- 4.84 Due to the site's proximity to a Grade II listed farmhouse (Hope House), high quality design must be achieved within the new development. For example, development proposals should include details of the design of outdoor lighting and street furniture, signage, and landscaping. The built footprint of development on this site needs to be carefully planned. Development should retain and enhance the existing areas of hedges and trees that provide both natural screening and habitat whilst also including a soft green buffer along part of the western and southern boundaries to help mitigate the impact on the adjacent residential occupiers and on the character and setting of the adjoining countryside.
- 4.85 Due to the close proximity of the village recreation ground, on-site provision of public open space will not be expected but appropriate contributions towards the management, maintenance and enhancement of the village recreation ground provision will be sought.
- 4.86 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard

**Policy S33 - High Halden - Land at Hope House**

**Land at Hope House is proposed for residential development with an indicative capacity of 35 dwellings. Development proposals for this site shall:**

- a) Ensure that appropriate species and habitat surveys are carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with ENV1. Particular regard should be given to enhancing the north western area of open space associated with the existing pond/s and providing a wildlife corridor from this area to the adjoining countryside by retaining existing trees and hedging within the site, where possible;**
- b) Be designed and laid out in such a way as to protect the character and setting of the village and the residential amenity of neighbouring dwellings, particularly to preserve or enhance the setting of the listed building, Hope House; attention needs to be given to the topography of the site and dwellings should be orientated to enable overlooking and natural surveillance of the wildlife/pond area;**
- c) Provide primary vehicle access onto the A28 Ashford Road, as shown on the policies map and include an extended 30mph speed limit and new gateway feature, in accordance with the recommendations of Kent County Council Highways and Transportation;**
- d) Retain and enhance the hedge and tree boundaries around the site, particularly those adjoining countryside and listed building;**
- e) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,**
- f) Provide contributions towards the enhancement or maintenance of public open space and equipped play at the village recreation ground in accordance with Policy COM2.**

## Mersham - Land Adjacent to Village Hall



- 4.87 This site is located in the south western edge of Mersham village behind Church Road. The north eastern part of the site adjoins Mersham Village Hall and associated parking facilities, in addition to three detached bungalows that wrap around the southern boundary. The site is in agricultural use and is currently used for grazing. The western boundary of the site is lined with trees and hedgerows providing a natural buffer to the countryside beyond. The northern boundary is a continuation of the field beyond and so there is currently no natural boundary.
- 4.88 This site provides an opportunity to facilitate an extension to the Village Hall as well as additional parking provision. It is within walking distance of the village centre and the range of services provided there. It is considered suitable for residential development for an indicative capacity of 10 dwellings (at around 15 dwellings per hectare).
- 4.89 This area is residential in character and consists mainly of detached dwellings and bungalows, some of which are listed and so, the scale and density of new development should also be low. A mix of dwelling sizes and types should be provided, within a scheme of no more than 2 storeys in height. The design and layout must take account of the residential amenity of neighbouring occupiers.
- 4.90 The site has a rural aspect and abuts open countryside to the north and west. Trees and hedgerows must be retained where possible along these edges. New screening may be needed along the western edge beside the new access road to soften this edge and provide a gradual transition from the village to the countryside. The development should be well designed and must not result in any

significant adverse impact on the character of the area or the surrounding landscape or the residential amenity of neighbouring occupiers.

- 4.91 A new vehicle access point shall be created to provide access to the development from Blind Lane. The layout of the site should enable direct access from the new residential development to the village hall for pedestrians. This will enable new residents to safely access existing facilities within the village such as the school.
- 4.92 Village halls have an important role to play in helping to keep local communities active. Mersham Parish Council has identified the need for a village hall extension and to increase the capacity of existing parking provision which serves the village hall. This development provides a unique opportunity to deliver an extension to the village hall and additional parking which should be undertaken in consultation with Mersham Parish Council.
- 4.93 Due to the close proximity of the village recreation ground, on-site provision of public open space will not be expected but appropriate contributions towards the management, maintenance and enhancement of the village recreation ground provision will be sought.

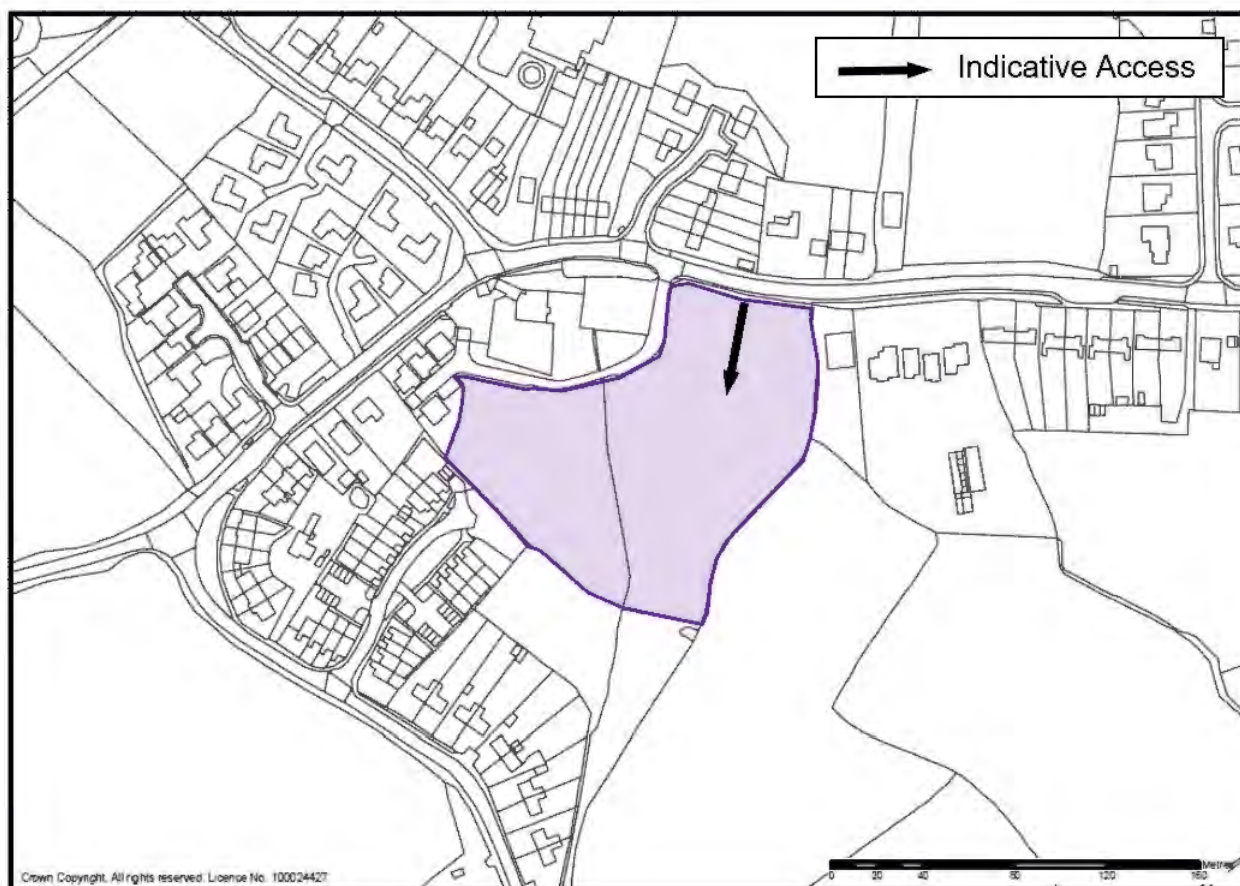
**Policy S35 - Mersham - Land Adjacent to the Village Hall**

**The site on land adjacent to Mersham Village Hall is proposed for residential development, for an indicative capacity of 10 dwellings. Development proposals for this site shall:**

- a) Be designed and laid out to take account of the residential amenity of neighbouring occupiers. Dwellings should be orientated to enable overlooking and natural surveillance of open areas;**
- b) Provide new pedestrian routes throughout the development and connections to existing rural routes facilitating the village hall and local services;**
- c) Create soft landscaping along the northern and western boundaries to lessen the visual impact of development on the countryside beyond;**
- d) Provide an extension to the Village Hall in consultation with the Parish Council with additional parking provision. These elements should be completed before work can commence on the residential elements of the scheme; and,**
- e) Provide contributions towards the enhancement or maintenance of public open space and equipped play at the village recreation ground in accordance with Policy COM2.**



## Shadoxhurst - Rear of Kings Head PH



- 4.94 This site is located on the eastern side of the village of Shadoxhurst, which has a very linear settlement form. This part of the village has seen more development in recent years and is emerging as the core of the village, centred around the Kings Head Public House (PH). The site wraps around the south of the PH, and has already been partly developed in the western edge as 'Maytree Place', a small development of 4 detached units, with a private access road which also serves the pub car park.
- 4.95 There is a cul-de-sac development which adjoins the site on the south west, Nairne Close, which is terraced 2-storey housing and contains a small open space area (this used to include play equipment). The close is well screened from the site by a line of mature trees. To the east of the site the built form is mostly in linear form along the road frontage and is a mix of styles.
- 4.96 At 1.4ha in size, the site is considered suitable for 19 units. Larger properties should be located on more spacious plots joining on to the open countryside to the south and east. Development should front onto Woodchurch Road, Maytree Place and the proposed new access road, creating rows of development. There is also opportunity for small clusters of development in the southern area of the site.
- 4.97 The design of proposals coming forward should take into account the setting of the Public House which is a listed building. The existing hedgerows and trees must be retained around the boundary of the site and new planting should be placed around the new development to provide screening between the site and the existing residents and create soft landscaping to lessen the visual impact of the development.

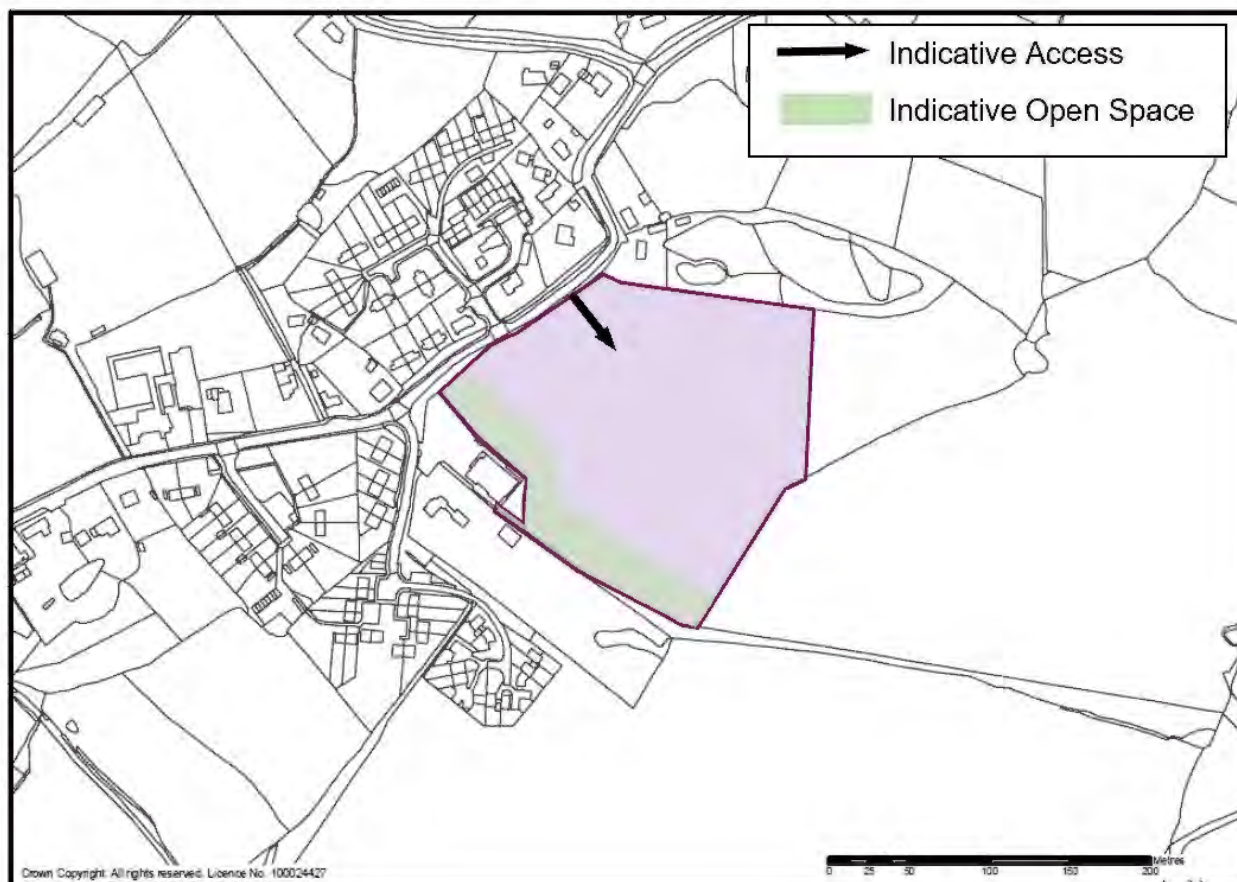
- 4.98 The main vehicular access will be provided on Woodchurch Road, as shown on the policies map. This new access road should be designed in a way that the current Maytree Place access will connect to it. The current Maytree Place access will be closed to only serve the PH car park in future. The visibility splays that have been created along the roadside verge at the front of the PH must be retained.
- 4.99 The development site has a prominent frontage to Woodchurch Road and there is the potential to create a central feature for the village that could be in the form of a village green. Any development on this site should investigate the potential to deliver this as part of the scheme, together with suitable arrangements for its management. There is potential for this site to provide additional benefits to the village in the form of retail space. This should be explored further through the design and planning of this development.
- 4.100 There are two north/south public rights of way across the site which are well used as connections across the village. A new pedestrian/cycle access should be provided through the site to enhance these connections. This creates an opportunity to connect to the Nairne Close open space area, which should be enlarged to provide a wider open space community benefit and assist with village integration.
- 4.101 The site is in an area of archaeological potential, and close by to known Iron Age/Romano activities. Evaluation and investigation work should be undertaken, in consultation with KCC Heritage team prior to development commencement.

**Policy S36 - Shadoxhurst - Rear of Kings Head PH**

**The site rear of the Kings head in Shadoxhurst is proposed for residential development for an indicative capacity of 19 dwellings. Development proposals for this site shall:**

- a) Be designed and laid out in such a way as to protect the setting of the PH listed building and take account of the residential amenity of neighbouring occupiers.**
- b) Proposals should seek to link the new development with adjoining Nairne Close, to create an area of shared public space;**
- c) Provide primary vehicular access to the site from Woodchurch Road. Development should explore the possibility of incorporating access to Maytree Place to enable the existing access to serve only the public house car park;**
- d) Create a pedestrian/cycle route through the site to enhance the current connections and retain or enhance the existing PRow's;**
- e) Development proposals should investigate the potential to create an area of open space along the frontage to Woodchurch Road along with appropriate management arrangements;**
- f) Retain the hedge and tree boundary around the site to screen the development of the site and create soft landscaping to lessen the visual impact of the development; and,**
- g) Assess the opportunity of providing retail facilities within the site to serve the wider community.**

## Smarden - Land Adjacent to Village Hall



- 4.102 This site is located along The Street, the main route through the village. It is currently a field in agricultural use, bounded by hedgerows and trees. The site has outline planning permission for up to 50 dwellings which was granted on appeal in 2017 (16/00045/AS). The site is a gap in the linear form of built development along this road and is situated to the north of the Village Hall. Smarden is a village with much historic character and contains many unique listed buildings in its central core, which is designated as a Conservation Area. The site is situated outside of this historic core of the village but is still within walking distance of the many community facilities and services available there.
- 4.103 To the north and north-west of the site are a number of 2-storey detached dwellings along the road frontage. There are also a number of cul-de-sac developments off the main road in this area, to the north-west and south of the site. To the east is open countryside, and an area that falls within floodzones 2 & 3 along the river Beult, over 400m away. There is a mature hedgerow along the road frontage, but no footpath in this location.
- 4.104 At approx. 3.25 ha in size, the site is considered suitable for around 50 units, dependant on a suitable layout and design. Development should enhance the character of this part of the street by providing attractive frontage development which fits in with the street scene, whilst preserving the rural edge by backing on to the countryside.
- 4.105 Development of this site should reflect the open landscape, and the density of the surrounding developments by providing lower densities along the countryside edge. The design of proposals coming forward should also reflect the 'guidelines' set out in the Smarden Parish Design Statement.

- 4.106 The hedgerows and trees must be retained around the boundary of the site and new planting should be placed around the eastern edge of the new development to provide screening between the site and the countryside. It should be shown in the design proposals that care has been taken to limit the visibility of the new development from the main road and the nearby Public Right of Way (PRoW) and also must minimise the impact on neighbouring properties by providing planting, particularly in the area adjacent to the property 'Weathercock'.
- 4.107 The area alongside the village hall in the south is highly visible from the main street, and is an important aspect of the village hall setting and usage. It also contains a PRoW that leads into the countryside. This area should be provided as informal Public Open Space, as shown indicatively on the policies map, which will benefit the village hall users and new residents and will also minimise the visibility of the new development.
- 4.108 There is currently no footpath on this side of the road, and one should be provided within the development. However, proposals should attempt to preserve the green edge of the street, the hedgerow and ditch along the road frontage here.
- 4.109 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

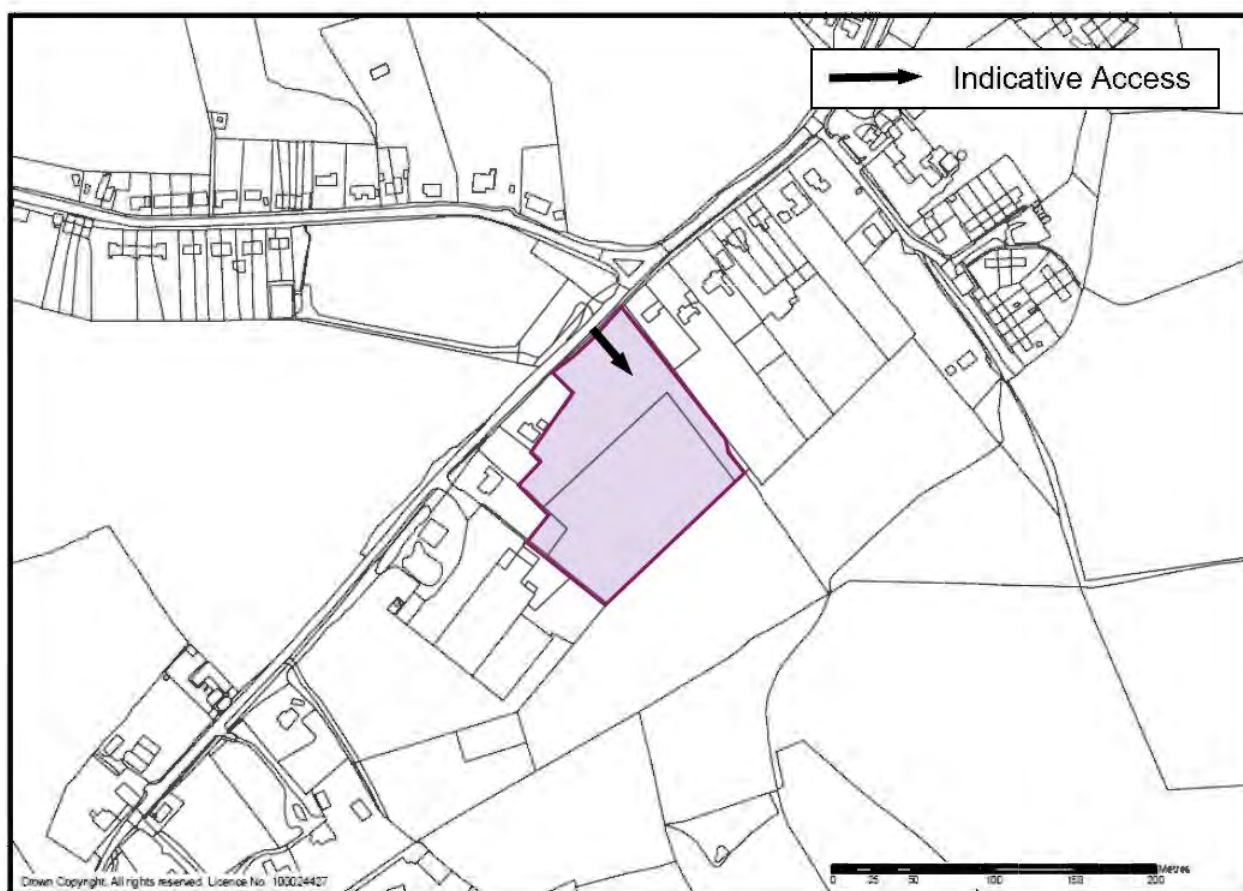
**Policy S37 - Smarden - Land Adjacent to Village Hall**

**The site adjacent to the Village Hall in Smarden is proposed for residential development for an indicative capacity of 50 dwellings. Development proposals for this site shall:**

- a) Be designed in accordance with the Smarden Parish Design Statement. Particular attention needs to be given to the visibility of new development from The Street and the village hall and minimise the impact on adjoining countryside;**
- b) Create an area of informal Public Open Space along the southern parcel of the site, adjacent to the memorial hall, which includes the existing PRoW;**
- c) Retain and create new hedge and tree boundary's to screen the development from the open countryside and neighbouring residents and create new soft landscaping throughout the development;**
- d) Provide primary vehicle access on The Street, as shown on the policies map;**
- e) Provide a new footpath along the road frontage, which must retain hedgerows where possible; and,**
- f) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**



## Smeeth - Land South of Church Road



- 4.110 This site is located on the south western edge of Smeeth village along Church Road opposite the village playing field. This area of the village is characterised by detached dwellings. The site is currently a gap between development along Church Road and also wraps behind Walnut Tree Farm. The north western boundary of the site is lined by a mature hedge providing screening of the site along Church Road. A PRow runs along the north eastern edge of the site with sporadic hedging. The site is open in the south-eastward direction however distance views are restricted by a wooded area approximately 200m beyond.
- 4.111 At approximately 1.4 hectares in size, the site is considered suitable for residential development with an indicative capacity of 35 dwellings depending on the size and layout (around 25 dwellings per hectare).
- 4.112 A mix of dwelling sizes and types should be provided within a scheme of no more than 2 storeys in height. The design and layout must take account of the residential amenity of neighbouring occupiers.
- 4.113 With the exception of creating a suitable point of access at the point shown on the policies map, existing hedgerows should be retained. The site abuts open countryside to the southeast and so new soft landscaping with an element of screening will be required to soften this edge and to provide a gradual transition from the village to the countryside.
- 4.114 Due to the close proximity of the village recreation ground opposite, on-site provision of public open space will not be expected but appropriate contributions towards the management,



maintenance and enhancement of the village recreation ground provision will be sought.

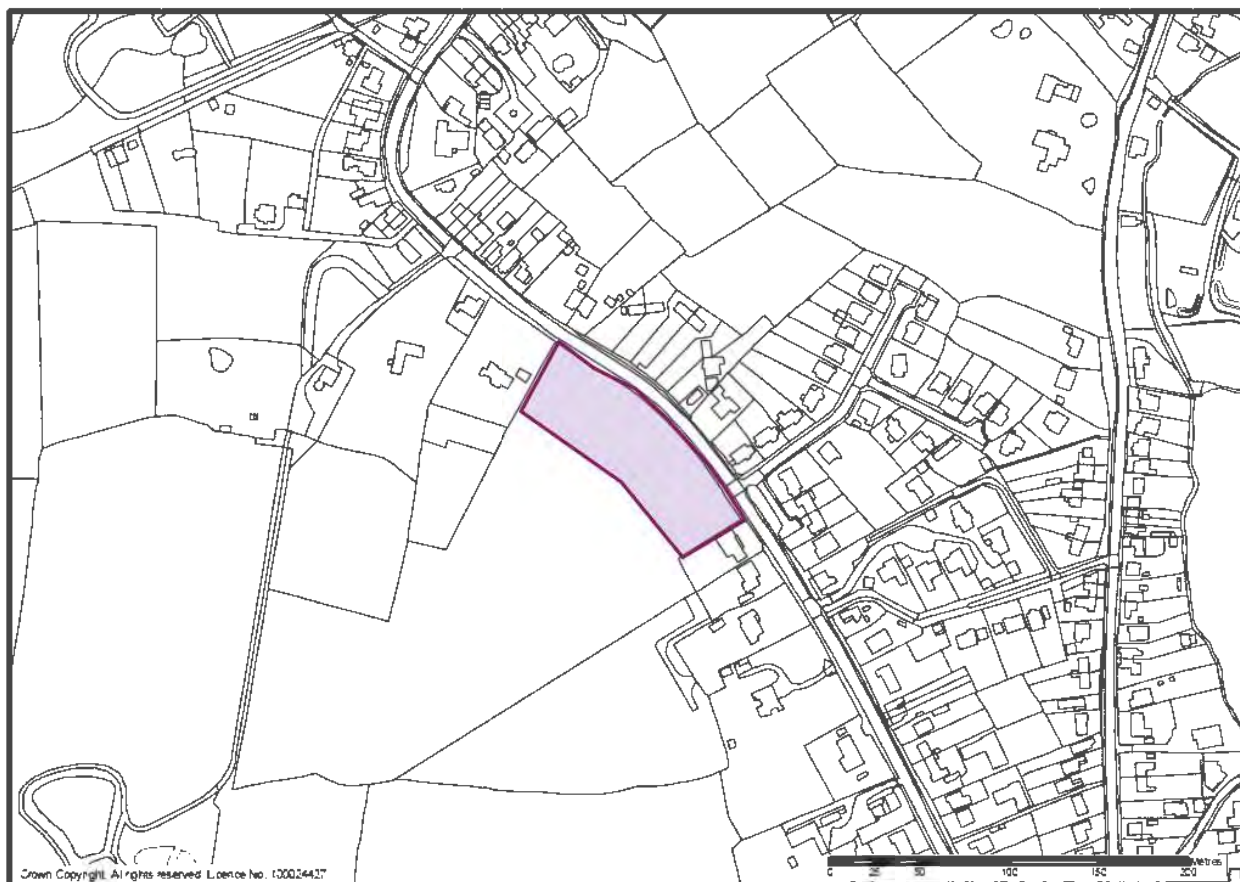
- 4.115 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S38 - Smeeth - Land South of Church Road**

**The land south of Church Road is proposed for residential development with an indicative capacity of 35 dwellings. Development proposals for this site shall:**

- a) Be designed and laid out to take account of the residential amenity of neighbouring occupiers. The development should be no more than two storeys in height;**
- b) Provide a pedestrian link to the public footpath that runs alongside the eastern boundary of the site;**
- c) Create soft landscaping along the south-eastern edge to lessen the visual impact of development on the countryside beyond;**
- d) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,**
- e) Provide contributions towards the enhancement or maintenance of public open space and equipped play at the village recreation ground in accordance with Policy COM2.**

## Woodchurch - Front Road



- 4.116 This site is located on Front Road, the main road through the village centre which also serves many of the services and community facilities. The site is located on the western side of Front Road, approximately halfway between the village green to the north and the Stonebridge Inn Junction to the south and is within walking distance of the many services and community facilities available at the centre of the village.
- 4.117 The site is currently a field in agricultural use, located between the linear form of built development along this road which comprises of different dwelling types, styles and ages but has a very rural 'informal' nature. The site is raised above road level, has a hedged road frontage and open character. Visibility of the site from Front Road is currently limited at most times of the year due to the high hedge.
- 4.118 The linear form of this road has been punctuated in several locations by cul-de-sac layouts on the eastern edge, including Kirkwood Avenue, a 'T' shaped cul-de-sac development of detached bungalows, located opposite the site. This would be out of character on this western edge.
- 4.119 This 0.6ha site was allocated for residential development within the Tenterden and Rural Sites DPD (as policy WOOD1) with an indicative capacity of 10 dwellings. However, a number of planning applications for the site have shown that this scale does not achieve an appropriate design in this prominent location, which is situated at the entrance to the village centre and forms part of the setting of the Conservation Area.

- 4.120 In order to respect the rural setting of this part of the Conservation Area and the Townland Green Character Area within it, proposals for development in this area must have a sufficient degree of openness and visual connection with the countryside, and allow for significant spaces between buildings to retain long historic views through the site to the countryside beyond. This could be achieved with varying plot sizes. Development should be set well back from Front Road and not be of a scale or massing which would dominate this approach to the Conservation Area or the public views from it and the layout and design of the development must be consistent with the current linear building line. Principal elevations should be located facing the road frontage, with parking located on the front and side of properties.
- 4.121 However, the south western boundary of the site is open to long views from the South (Brook Street) and therefore appropriate landscaping must be provided along this boundary in various places to lessen the visual impact of the buildings on the landscape. This must be designed to retain the longer views through the site to the countryside beyond, between the properties as detailed above.
- 4.122 The site is now therefore considered suitable for up to 8 units depending on the size and layout of the dwellings. Development here is proposed at a low density.
- 4.123 Due to the height of the land above the road and rise in land from south to north, a maximum of 2-storey housing only, will be acceptable. The design of proposals coming forward should reflect the 'guidelines' set out in the Woodchurch Village Design Statement and take into account the Conservation Area setting of the site, with reference to the updated Conservation Area Appraisal.
- 4.124 The main vehicular access will be provided on Front Road as shown on the policies map, however access to properties fronting the road may be achieved individually if this does not require significant hedge loss. A pedestrian footpath must also be provided along the frontage.
- 4.125 The area around Woodchurch is one of the areas of darkest skies in the county and meets the criteria for designation as an 'intrinsically dark landscape' as described by the NPPF. It provides important opportunities for stargazing activity. All applications for the development of this site should therefore include a full lighting scheme and should comply with policy ENV4 and with the guidance contained in the Council's Dark Skies SPD 2014 with regard to the installation of external lighting schemes.

**Policy S40 - Woodchurch - Front Road**

**The site in Front Road, Woodchurch is proposed for residential development for a maximum of 8 dwellings. Development proposals for this site shall:**

- a) Be designed and laid out in such a way as to preserve or enhance the character and setting of the Woodchurch Conservation Area. The updated Conservation Area Appraisal and Woodchurch Village Design Statement guidelines must be taken into account when considering the design of the site;**
- b) Be of a scale or massing which would not dominate this approach to the Conservation Area, be a maximum height of 2-storey properties, and provide significant gaps between dwellings which retain the key historic views through the site to the countryside;**
- c) Be set well back from Front Road with the principal elevations facing the road frontage; and,**
- d) Subject to providing safe access to the site, retain and enhance a hedge boundary to Front Road and provide substantial soft landscaping around the site to screen the development from the open countryside and protect the amenity of neighbouring properties, whilst retaining key historic views through the site to the countryside within the gaps between the built development.**

## Aldington, Land North of Church View



- 4.126 This site is located on the north eastern entrance to Aldington village, adjoining the small cul-de-sac of Church View. On the opposite side of Goldwell Lane are the former surgery, the Aldington Eco Centre, and 5 terraced houses in Goldwell Close. The site is located in close proximity to the village hall/recreation field and Primary School, and a number of other local services in the village centre.
- 4.127 At around 0.35ha, the site is considered suitable for an indicative capacity of 6 dwellings. The topography and landscape setting of the site is significant, as Aldington sits on top of the Greensand Ridge, and the North Downs frame views to the north. This site is part of a larger agricultural field which slopes down from the Roman Road and existing linear housing development which is located along its frontage, to the north and east, before inclining again towards Aldington Church in the east.
- 4.128 From within the site, and from Goldwell Lane itself, there are long and important views of the Grade I listed Aldington Church, Court Lodge Farm and the remains of the Archbishops Palace which are also listed. Situated 1km away from the village to the east, this cluster of listed buildings is included within a Conservation Area designation, and together forms an important heritage asset and a key feature in the landscape as it sits prominently on higher ground. For these reasons, it is concluded that only single depth, frontage development of 2 storeys is suitable in this location, with a distinct gap between the properties and an area of open space of approximately 25 metres kept free from built development south of the PRoW to enable retention of these key vistas and protection of the wider landscape character.



- 4.129 There is a PRoW located along the northern edge of the site which must be retained and if possible enhanced, in collaboration with the development of Site S52. The important views from this footpath towards the site, and across the Greensand Ridgeway towards the church, must be retained. This can be achieved through the open spaces created within the layout and by providing gaps in the built frontage. Screening should also be provided to lessen the visual impact of the development from this wider setting, but be designed in such a way as to retain the views from the open spaces. The design and layout must also take account of the residential amenity of neighbouring occupiers in Goldwell Close and Church View.
- 4.130 There is currently an agricultural vehicle access on the northern part of the site in Goldwell Lane, however it is recommended that a new vehicle access is created for the development in the southern area, at the point shown on the policies map.
- 4.131 The boundary between the site and the road frontage is currently defined by an established mature hedgerow, and to preserve the existing character it is proposed that this be retained within the development layout where possible. It is suggested that a set back layout similar to that of the adjacent Church View development would achieve this aim.
- 4.132 Due to the close proximity of the village's public open space and equipped play area to the site, no on-site provision is required as part of this development, but there are opportunities through financial contributions to provide enhancements for these areas. Contributions to the maintenance of the designed open spaces within the development will also be sought. A footpath connection must be made to the local network.
- 4.133 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S51 – Aldington - Land North of Church View**

The site is proposed for residential development with an indicative capacity of 6 dwellings. Development proposals for this site shall:

- a) Be designed and laid out in such a way as to conserve the mature hedgerow along the road frontage where possible, retain gaps in the built frontage of the new development and create an area of open space free from development of approximately 25 metres south of the PRow to preserve views and vistas through the site to the Grade 1 listed church and surrounding heritage assets. The overall design of the scheme must also consider the wider landscape settings, the topography of the site and Greensand Ridge location. Dwellings should be a maximum of 2 storeys in height;
- b) Retain and enhance the PRow adjoining the site;
- c) Provide vehicle access from Goldwell Lane, as shown on the policies map, and pedestrian footways to connect to the village centre and the local services;
- d) Provide a soft landscaped boundary along the eastern and northern edges of the site, which should include mature tree planting in places to lessen the visual impact of the development on the wider landscape, but also enable longer views to be retained towards the heritage assets cluster around the church from the areas of open space within the scheme;
- e) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,
- f) Provide contributions towards the enhancement or maintenance of the nearby public open space and equipped play area provision and to the long term maintenance of the informal open spaces created within the development, in accordance with Policy COM2.

## Aldington, Land South of Goldwell Manor Farm



- 4.134 This site is located on the north eastern entrance to the village of Aldington and is currently agricultural fields situated between a site allocated for residential development (policy S51) to the south, and Goldwell Manor Farm to the north. The area of Goldwell Manor Farm adjoining the site is in operation as a small rural business park, Goldwell Court.
- 4.135 On the opposite side of Goldwell Lane is the former surgery, now an Osteopathy clinic, and the Aldington Eco Centre. The site is located in close proximity to the village hall/recreation field and Primary School, and a number of other local services in the village centre. The site is currently in use as a paddock.
- 4.136 At around 0.8ha, the site is suitable for an indicative capacity of 12 dwellings, depending on design and layout. The topography and landscape setting of the site is significant, as Aldington sits on top of the Greensand Ridge, and the North Downs frame views to the north. From within the site, and from Goldwell Lane, there are long and important views of the Grade I listed Aldington Church, Court Lodge Farm and the remains of the Archbishops Palace which are also listed. Situated 1km away from the village to the east, this cluster of listed buildings is included within a Conservation Area designation, and together forms an important heritage asset and a key feature in the landscape as it is located prominently on higher ground. For these reasons, it is concluded that only single depth, frontage development of 2-storeys is suitable in this location.
- 4.137 There is a PRow located along the southern edge of the site which must be retained and if possible enhanced, in collaboration with the development of Site S51. The important views from this footpath towards the site, and across the Greensand Ridgeway towards the church, must be

retained. This can be achieved by creating distinctive gaps between the properties and an area of open space of approximately 25 metres must be kept free from built development north of the PRow.

- 4.138 There is currently an agricultural vehicle access on the northern area of the site in Goldwell Lane, however it is recommended that a new vehicle access is created for the development in the south, at the point shown on the policies map. This would ensure the access is located within the 30mph zone.
- 4.139 The boundary between the site and most of the road frontage is currently defined by an established mature hedgerow, and to preserve the existing character it is recommended that this be retained within the development layout where possible. It is suggested that a setback layout similar to that of the nearby Church View development would achieve this aim.
- 4.140 Due to the close proximity to the village public open space and equipped play area from the site, no on-site provision is required as part of this development, but there are opportunities through financial contributions to provide enhancements to this area. Contributions to the maintenance of the designed open spaces within the development, will also be sought. A footpath connection to the existing footways along Goldwell Lane must be provided.
- 4.141 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

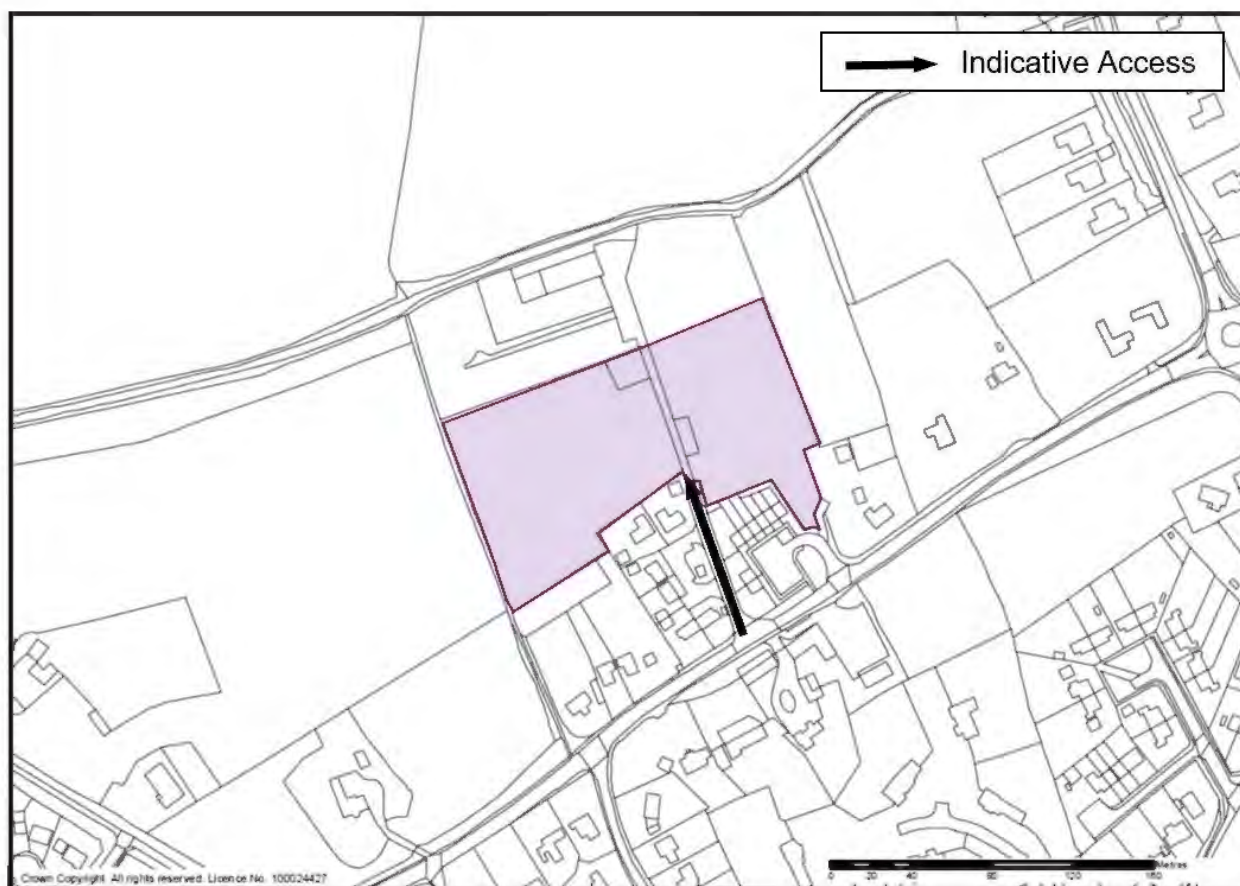
**Policy S52 – Aldington - Land South of Goldwell Manor Farm**

The site is proposed for residential development with an indicative capacity of 12 dwellings. Development proposals for this site shall:

- a) Be designed and laid out in such a way as to conserve the mature hedgerow along the road frontage where possible, retain gaps in the built frontage of the new development and create an area of open space free from development of approximately 25 metres north of the PRoW to preserve views and vistas through the site to the Grade I listed church and surrounding heritage assets. The overall design of the scheme must also consider the wider landscape settings, the topography of the site and Greensand Ridge location. Dwellings should be a maximum of 2 storeys in height;
- b) Retain and enhance the PRoW adjoining the site;
- c) Provide vehicle access from Goldwell Lane, as shown on the policies map, and pedestrian footways to connect to the village centre and the local services;
- d) Provide a soft landscaped boundary along the eastern and northern edges of the site, which should include mature tree planting in places to lessen the visual impact of the development on the wider landscape, but also enable longer views to be retained towards the heritage assets cluster around the church from the areas of open space within the scheme;
- e) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,
- f) Provide contributions towards the enhancement or maintenance of the nearby public open space and equipped play area provision and to the long term maintenance of the informal open spaces created within the development, in accordance with Policy COM2.



## Challock, Clockhouse



- 4.142 The site is located to the north of the A252 on the northern edge of the village of Challock. It is a level agricultural field bounded to the south by housing, to the west by woodland, to the east by residential curtilage and to the north by agricultural land. To the north west of the site lies a commercial unit, which is served by an access track that traverses the site from north to south which will need to be retained. A public right of way (PRoW) runs adjacent to the western boundary of the site. The site is within the AONB and abuts Carpet Wood to the west which is a designated Ancient Woodland, and which provides natural screening and habitat. The plot to the south of the site has recently been developed and contains six large dwelling houses arranged in a compact formation. The wider area is residential in nature, and properties along the A252 are predominantly generously spaced with substantial gardens.
- 4.143 At 1.85 hectares in size, the site is considered suitable for an indicative capacity of 15 dwellings, depending upon their size and layout. An approximate density of around 8 dwellings per hectare is reflective of this site's location and surroundings, and takes into account the proximity of the Ancient Woodland and the sites setting within the AONB.
- 4.144 Given the site's location within the AONB, the well-spaced character of the adjoining dwellings and mature gardens surrounding the site, particular attention needs to be given to the landscaping of the site. Dwellings should be limited to two-storey in height to prevent a prominent visual edge to the village. Existing hedging to the north and east of the site should be retained. The built footprint of the development on this site needs to be carefully planned, and particular regard should be given to the close proximity of the site to the adjacent Ancient Woodland, and to the TPO to the south east of the site.

- 4.145 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

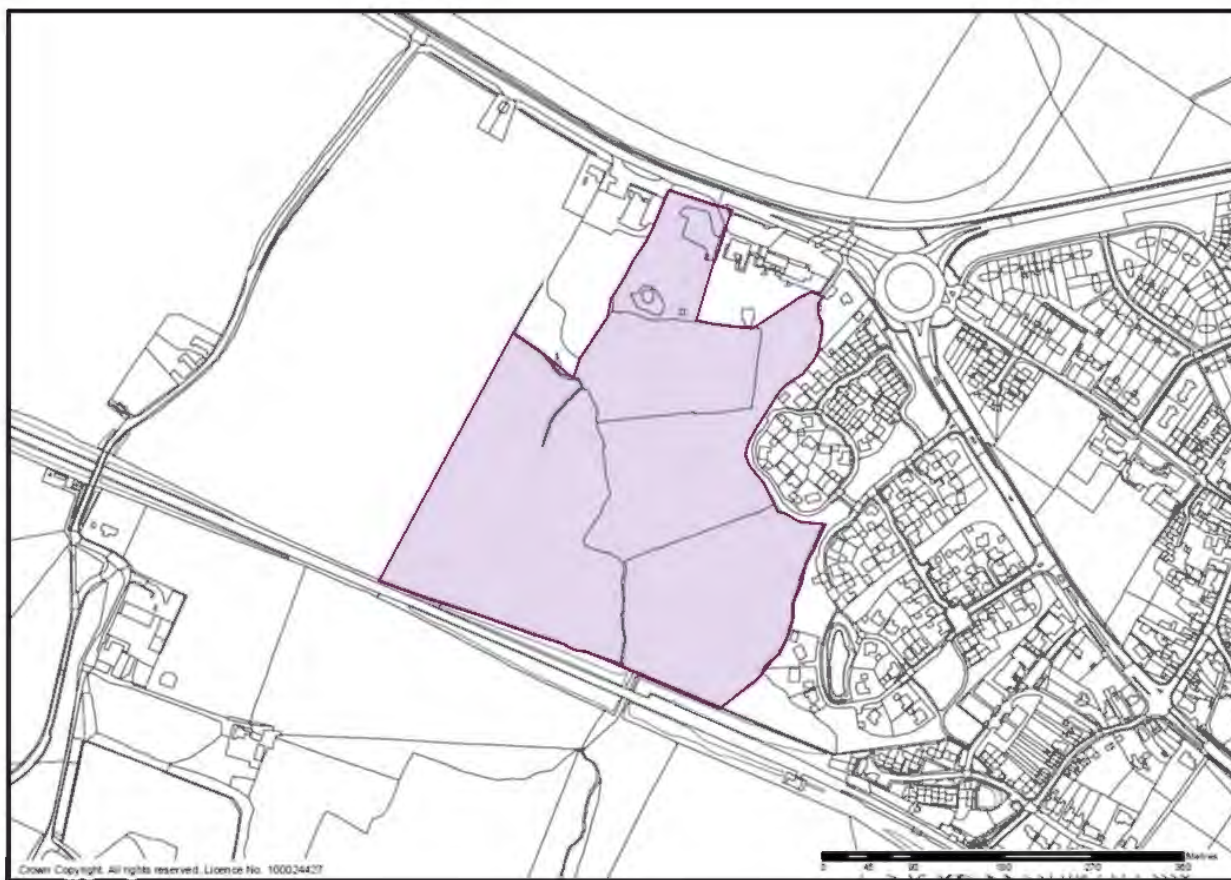
**Policy S54 – Challock, Land at Clockhouse**

**The site at Clockhouse is proposed for residential development for an indicative capacity of 15 dwellings.**

**Development proposals for this site shall:**

- a) Be designed and laid out in such a way as to conserve and, where possible, enhance the character of the AONB and this edge of settlement area, paying particular attention to the well-spaced nature of nearby development;**
- b) Dwellings should be limited to two storeys in height in order to protect character of the surrounding area;**
- c) The built footprint of any proposed development should be laid out so as to ensure the protection of the adjacent Carpet Wood ancient woodland;**
- d) Retain and, where possible, enhance the hedge and tree boundaries around the site, particularly where these abut the open countryside;**
- e) Provide primary vehicle access off the track known as Old Clockhouse Green and retain vehicular access to the commercial unit to the north; and,**
- f) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider.**

### Charing, Land Adjacent to Poppyfields



- 4.146 This site lies immediately west of the recently completed Poppyfields development in Charing village. It is bounded to the north by the A20 and existing development that fronts onto the A20. The site also adjoins the existing allocation at S28 which also fronts onto the A20. To the south the site boundary is formed by the Ashford – Maidstone railwayline.
- 4.147 The site is currently open agricultural land that rises up towards the west and Hook Lane. There are a number of individual trees and hedgerows that form the boundary with the Poppyfields development but there are few other features on the site. To the north of the site, beyond the route of the A20 the land rises up significantly into open countryside and the North Downs escarpment. The alignment of the A20 is the boundary of the Kent Downs AONB. The site is therefore located within the setting of the Kent Downs AONB. In order to minimise any impact on the AONB including views from the North Downs escarpment, development here should be informed by an LVIA and should be designed and laid out in such a way as to take account of the impact on the character and setting of the AONB.
- 4.148 Development in this location would be a continuation of Charing's existing built form and would not encroach into the more visually sensitive areas to the north and east of the village. The site is approximately 11 hectares in area and is proposed for development of around 180 dwellings. This would result in an approximate density of 16dph, which is considered suitable on this countryside edge location. A mix of dwelling types of two storeys is proposed. Proposals should reflect the design guidelines set out in the Charing Parish Design Statement.

- 4.149 The approach into the village of Charing along the A20 from the west is an important entrance to the village and the development of the site presents the opportunity to establish a clear edge on this western boundary. An appropriate tree belt, supported by suitable boundary treatment, along the western edge to the development should be created. This should also extend along the northern boundary of the site, to the rear of the Swan Hotel. In addition, the current mature hedgerows that run through the centre of the site and the tree boundaries between the site and the Poppyfields development should be retained and wherever possible enhanced.
- 4.150 Development on this site shall be directly accessed from the A20 and this access should incorporate a right-turn lane off the A20, as requested by the Highway Authority. There are a number of options to achieve direct access onto the A20, including in co-ordination with the access to the adjoining S28 site allocation. A suitable emergency access either onto the A20 or to Poppyfields is also required.
- 4.151 To improve the accessibility of the site and its connections to the village, a new footpath along the southern side of the A20 to connect with existing footpath connections at the A20/A252 roundabout junction is required. In addition, the opportunity to create pedestrian and cycle access into Poppyfields should be explored as part of any proposal so that the development can link into the wider network connecting the village and the other footpaths in the area.
- 4.152 Charing is a large village with a good range of local facilities and there has been a number of new residential developments in recent years that have been completed that have made a contribution to the improvement to local facilities. The scale of development proposed on this site is significant in a village context and it is therefore particularly important that the scheme makes an appropriate contribution to the facilities of the village so as to cater for the additional demand generated. The scale of such a contribution will be negotiated with the Borough Council (in consultation with the Parish Council).
- 4.153 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S55 – Charing, Land Adjacent to Poppyfields**

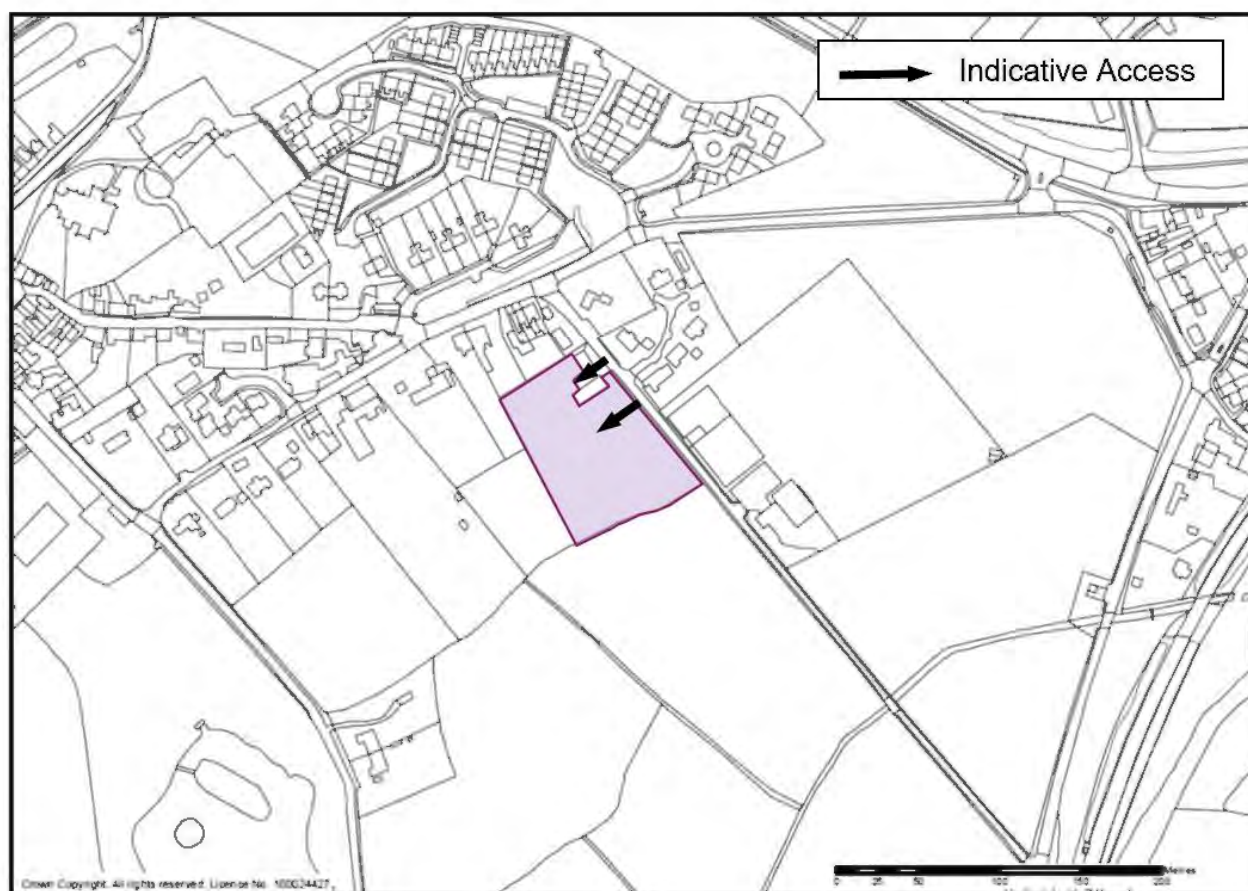
Land to the west of the Poppyfields development is proposed for residential development for an indicative capacity of 180 dwellings.

Development proposals for the site shall:

- a) Be designed and laid out in such a way as to integrate the development into the existing settlement, with particular attention given to the topography of the site, taking into account design guidance set out in the Charing Parish Design Statement and impact upon the adjoining AONB. The development should be comprised of a mix of dwelling types a maximum of two storeys in height, and should take account of the residential amenity of neighbouring occupiers;
- b) Create an appropriate tree belt along the western edge to the development and along the northern boundary to the rear of the Swan Hotel;
- c) Retain and wherever possible enhance the current mature hedgerows that run through the centre of the site and tree boundaries between the site and the Poppyfields development;
- d) Be accessed directly from the A20 including the provision of a right-turn lane;
- e) Provide a new footpath along the southern side of the A20 to connect with existing footpath connections at the A20/A252 roundabout junction;
- f) Provide a suitable emergency access either onto the A20 or to Poppyfields;
- g) Explore opportunities to deliver pedestrian and cycle routes throughout the development to connect with the adjoining Poppyfields development and to the existing adjacent PRow;
- h) Provide an appropriate contribution towards the provision, management and maintenance of related community facilities and infrastructure;
- i) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,
- j) Provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes.



## Chilham, Branch Road



- 4.154 The site is located on the south west of the settlement of Chilham, on Branch Road, a rural entrance road to the village from the A28. The site wraps to the south of a 2-storey single residential property of Harvest House and is currently garden land associated with this property. To the north of Harvest House is a single storey building, in use as the village GP surgery. Opposite the site to the east of Branch Road is a small cul-de-sac of detached houses, Arden Grange, and the village sports and recreation ground which includes an indoor hall, outdoor facilities and a children's equipped play area with a large car park. To the north is the built residential area of the settlement, with the site adjoining the rear gardens of properties in Hambrook Lane.
- 4.155 This site has been identified as a suitable location, on the edge of a large village, for a small residential development of around 10 dwellings, whilst also being able to improve the current problem of on-street parking associated with the GP surgery with the provision of a new parking area within the site. The parking area will provide a minimum of 5 additional spaces for the GP surgery, in addition to retaining existing spaces located at the front of the surgery but the final number of additional parking spaces should be informed by a survey of parking practices by surgery users. The existing spaces could be relocated within the new parking areas.
- 4.156 The vehicle access for the new residential area should be located on Branch Road, as shown on the policies map. Access to the GP surgery and new parking area, will remain in the current location.
- 4.157 The whole settlement lies within the designated Kent Downs Area of Outstanding Natural Beauty (AONB), and therefore development proposals for this site must conserve the natural beauty of the landscape. The boundary of the site along Branch Road is defined by a mature and maintained

hedgerow and trees and there are a number of mature trees on the southern boundary of the site, within the site and a small woodland area on the land parcel to the west of the site. Therefore the site is reasonably well screened from the wider setting.

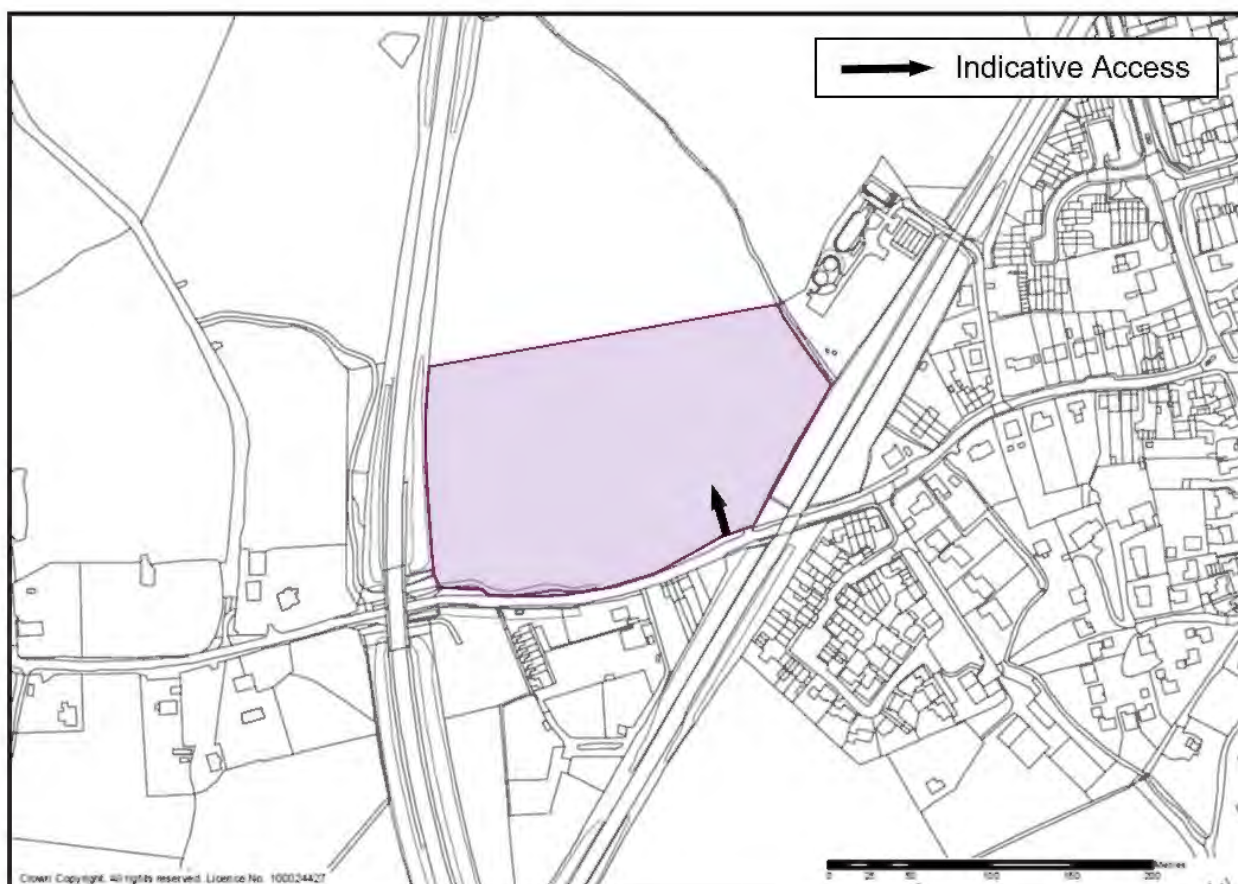
- 4.158 As Branch Road is a key rural entrance road to the settlement, the trees and natural features must be retained within the proposal and the current gaps in the tree boundary on the southern edge should be planted with additional trees to enhance the screening and lessen the visibility of the new development from the south, where the site is visible from the busy A28.
  
- 4.159 The village of Chilham is particularly important in heritage terms as it contains Chilham Castle and a large number of Listed Buildings within a Conservation Area which covers most of the settlement. This site is located within the Conservation Area on its eastern edge, and there are two semi-detached properties adjoining the North West corner of the site which are Grade II Listed (Hatfield Lodge and Hatfield House). Development proposals for this site must ensure that the setting of these heritage assets is conserved.
  
- 4.160 The developable area of the site, after providing a GP surgery parking area and retaining a curtilage for Harvest House, is around 0.6ha, and therefore residential development would result in a density of around 17dph, which is appropriate and suitable with regards to the AONB and Conservation Area location and reflects local character and density. Given the character and appearance of these surrounding areas, a scheme of 2 storey buildings would be most appropriate here. The design and layout must take account of the residential amenity of neighbouring occupiers and be guided by the principles set out in the Chilham Village Design Statement.
  
- 4.161 Due to the close proximity of the village recreation ground, on-site provision of public open space will not be expected but appropriate contributions towards the management, maintenance and enhancement of the village recreation ground provision will be sought. Enhancements to the pedestrian access around the area through the creation of traffic calming management measures, which may include the use of additional on-street parking restrictions along Branch Road, should also be explored in consultation with Kent County Council Highways and Transportation.
  
- 4.162 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

**Policy S56 - Chilham, Branch Road**

**Land at Branch Road is proposed for residential development with an indicative capacity of 10 dwellings. Development proposals for this site shall:**

- a) Provide a car park of a minimum of 5 additional spaces for the use of the GP surgery;**
- b) Be designed and laid out in such a way as to conserve or enhance the character and setting of the village Conservation Area and nearby listed buildings, the residential amenity of neighbouring dwellings, taking into account the guidance in the Chilham Village Design Statement and be a maximum of two storeys in height;**
- c) Provide primary vehicle access to the residential area on Branch Road, as shown on the policies map and retain the current access for the GP surgery and associated parking;**
- d) Include the provision of traffic management measures in Branch Road appropriate to its location within the Kent Downs AONB and the Chilham Conservation Area in accordance with the recommendations of Kent County Council Highways and Transportation;**
- e) Retain and enhance the hedge and tree boundaries within and around the site wherever possible, and make enhancements to the southern boundary ensuring the character of the Kent Downs AONB is conserved and enhanced and the development is well screened from the wider area;**
- f) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider; and,**
- g) Provide contributions towards the enhancement or maintenance of public open space and equipped play at the village recreation ground in accordance with Policy COM2.**

## Hamstreet, Warehorne Road



- 4.163 The site, although located within Warehorne Parish boundary, is situated to the west of the built up part of the village of Hamstreet and lies along the northern edge of Warehorne Road. It is bounded by the A2070 on its western edge, the Ashford - Hastings railway line on the eastern edge, and a ditch and sewage treatment works on the north east. Beyond the railway line is residential development marking the edge of Hamstreet's built up area.
- 4.164 The landscape surrounding the site is characterised by a mix of rolling agricultural fields and urban infrastructure. The boundary with Warehorne Road, the A2070, and the railway line, are defined by mature hedgerows which limit visibility of the site. There is currently no built development on the northern side of Warehorne Road in this location, but there is a small amount of housing opposite the site which consists of 2 rows of terraced cottages. The site is currently part of a larger field, used for grazing, and the topography of the land rises from east to west.
- 4.165 The site, being close to the built up edge of Hamstreet, is within easy walking distance of a range of services as well as transport links including Hamstreet Station. Vehicular access to the site would be from Warehorne Road. However there are off site constraints, particularly pedestrian accessibility along Warehorne Road, which must be addressed before the site can be commenced.
- 4.166 A small part of the eastern area of the site lies within Flood Zones 2 and 3 and therefore it is unlikely that development in this part of the site would be acceptable; however a full flood risk assessment would need to be carried out in consultation with the Environment Agency.



- 4.167 At 3.0 hectares in size the site is considered suitable for approximately 50 dwellings. This would result in a density of around 17 dph, which is reflective of the edge of settlement location, and takes into account flooding constraints. Given this edge of settlement location, the character and appearance of the surrounding areas and varying topography of the site, a scheme of 2-3 storey buildings would be most appropriate here. The design and layout must take account of the amenity of nearby residents and the occupiers of the site, given its close proximity to the sewage works, A2070 and railway line.
- 4.168 Hamstreet is a large village with a good range of local facilities and there have been a number of new residential developments in recent years that have been completed that have made a contribution to the improvement to local facilities. The scale of development proposed on this site is significant in a village context and it is therefore particularly important that the scheme makes an appropriate contribution to the facilities of the village so as to cater for the additional demand generated. The scale of such a contribution will be negotiated with the Borough Council (in consultation with the two relevant Parish Councils).
- 4.169 The northern extent of the Dungeness, Romney Marsh and Rye Bay Ramsar site lies to the south of the site in the vicinity of the Royal Military Canal. All applications for the development of this site should therefore include an Environmental Impact Assessment study demonstrating how the proposals will effect the integrity of the biodiversity of this designated wildlife environment area. Development that will have an adverse effect on the integrity of this designated site will not be permitted. Opportunities to incorporate and enhance biodiversity will be encouraged. In particular, development should take opportunities to help connect and improve the wider ecological networks in this area and to mitigate against any potential increase in recreational pressure that may arise from the development of this site.
- 4.170 Southern Water's assessment has revealed that additional sewerage infrastructure would be required to serve the proposed development. The development will therefore be required to make a connection to the nearest point of adequate capacity in the sewerage network. Early liaison should take place with the service provider in this regard.

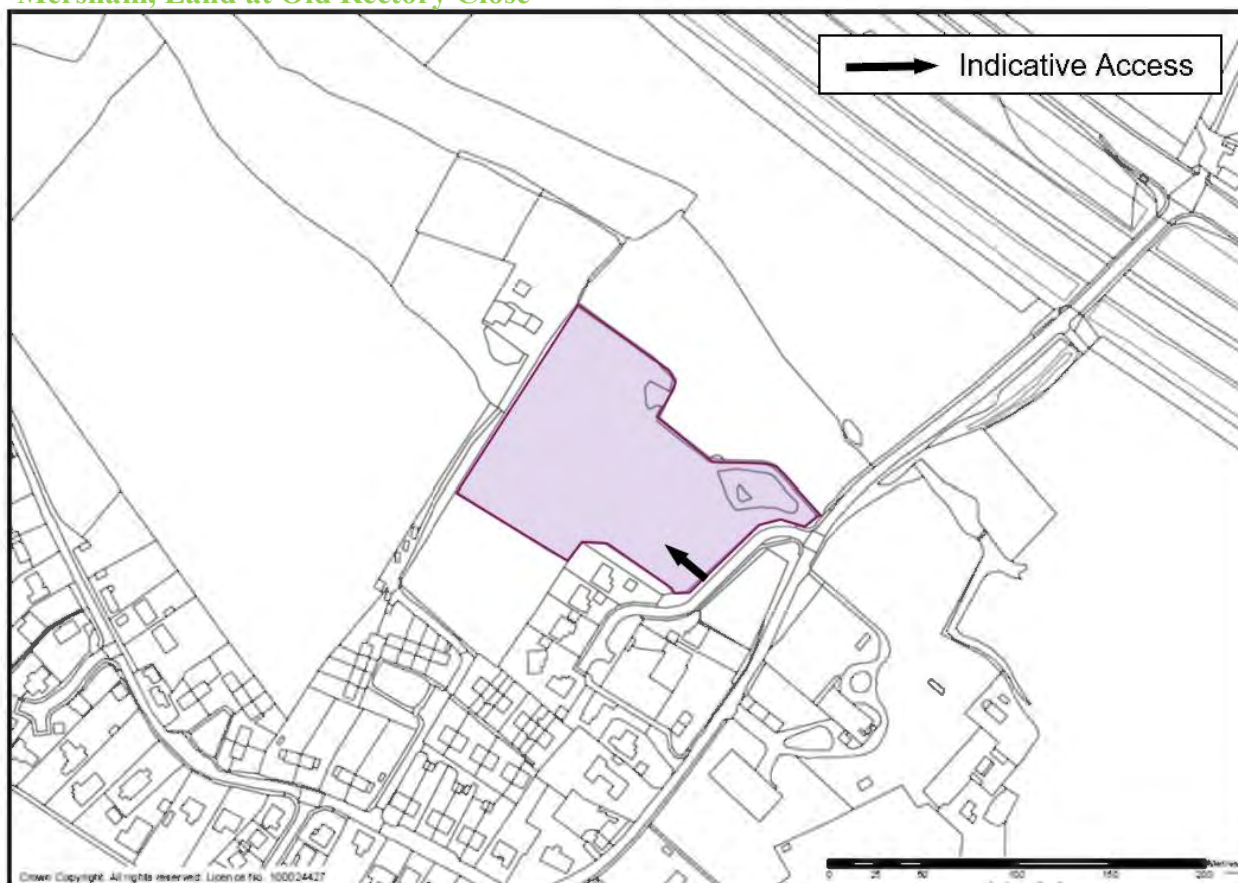


**Policy S57 – Hamstreet, Warehorne Road**

The site at Warehorne Road is proposed for residential development with an indicative capacity of 50 dwellings. Development proposals for this site shall:

- a) Be designed and laid out having regard to the character and setting of the site, paying particular attention to the frontage on Warehorne Road, the topography of the site and the sites relationship with agricultural land to the north;
- b) The site should be designed and laid out so as to protect the amenity of those living within the new development, paying particular attention to adjacent transport uses and the nearby sewerage treatment works;
- c) Primary vehicle access shall be from Warehorne Road and any proposal shall consider the need to make improvements to the highway to facilitate safe vehicle and pedestrian movement;
- d) Include a comprehensive landscaping scheme that seeks to make provision for the retention and enhancement of existing natural features within the site. In addition, proposed new landscaping should provide generous soft landscaping along the northern edge of the site in order to lessen its visual impact;
- e) Retain and, wherever possible, enhance the current hedge boundaries fronting Warehorne Road, except for access and highway safety reasons;
- f) Be accompanied by a full flood risk assessment that has been prepared in consultation with the Environment Agency. The development shall be laid out to ensure that the built footprint avoids the flood zones;
- g) Provide an appropriate contribution towards the provision, management and maintenance of related community facilities and infrastructure;
- h) Provide new pedestrian and cycle routes throughout the development to connect with the adjoining development and to improve links to the existing built up part of the village;
- i) Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider;
- j) Ensure appropriate species and habitat surveys are carried out. Results will inform ecological mitigation and enhancement measures to be provided on the site and proposals for implementation, maintenance and monitoring in accordance with Policy ENV1;
- k) Provide future access to the existing sewerage infrastructure for maintenance and upsizing purposes;
- l) Provide an Environmental Assessment Study to address any potential adverse impacts of the proposal on the biodiversity of the Dungeness, Romney Marsh and Rye Bay Ramsar site and how they can be avoided or adequately mitigated; and,
- m) Ensure that any indirect impact on the Dungeness, Romney Marsh and Rye Bay and the Hamstreet Woods SSSIs is suitably mitigated. Mitigation measures must be addressed in consultation with Natural England and Kent Wildlife Trust.

## Mersham, Land at Old Rectory Close



- 4.171 This site is located immediately adjoining the northernmost part of the built up part of the village of Mersham, on The Street, one of the main entrance roads into the village from the A20. To the north of the site is open fields, which are then dissected from the wider area by the M20 motorway and the A20. To the south is the residential edge of the settlement, and the south western corner adjoins a recreation field which is accessed from Glebelands cul-de-sac.
- 4.172 The site is currently an enclosed field bounding the entrance to a small cul-de-sac of housing, Old Rectory Close, which consists of 7 large detached properties, and wraps around to the rear of and to the side of Glebe House, a Grade II listed building located on the frontage of The Street. The site and the relatively new 7 properties once formed a paddock relating to Glebe House. There is an open space area on the left side of the road entrance which contains a flagpole but is mainly mature trees and hedgerows, limiting views into the site and the existing housing in the close from the main road.
- 4.173 The site is considered suitable indicatively for 8 dwellings. The developable area of the site, taking into account the existing trees and ponds, is around 1ha, and therefore residential development would result in a density of around 10dph, which is appropriate and suitable with regards to the Conservation Area location and reflects local character and density. The access to the site should be from Old Rectory Close, as shown on the policies map.
- 4.174 Along the north-east boundary of the site runs a drain as well as two ponds bounded by mature trees. The pond at the site's eastern boundary, adjoining the road, is substantial, and there are other ponds in the surrounding landscape.
- 4.175 The site is located within the Mersham Conservation Area, and in addition to the neighbouring